

**From:** Maxim Jean-Louis <[maxim@contactnorth.ca](mailto:maxim@contactnorth.ca)>

**Sent:** August 26, 2019 12:32 PM

**To:** Lauren Hudak <[lhudak@hegco.ca](mailto:lhudak@hegco.ca)>; Amy Kaufman <[akaufman@hegco.ca](mailto:akaufman@hegco.ca)>; Martin Hicks <[mhicks@hegco.ca](mailto:mhicks@hegco.ca)>; Harvey Weingarten <[hweingarten@hegco.ca](mailto:hweingarten@hegco.ca)>; Fiona Deller <[fdeller@hegco.ca](mailto:fdeller@hegco.ca)>

**Cc:** Ellen Permato <[epermato@hegco.ca](mailto:epermato@hegco.ca)>; Tina Reed <[tina@contactnorth.ca](mailto:tina@contactnorth.ca)>

**Subject:** (FOR YOUR INFORMATION) - SUBMISSION OF CONTACT NORTH | CONTACT NORD Q1 2019-2020 INTERIM REPORT

Amy, Elyse, Martin, Fiona, Harvey

As a follow-up to my e-mail with a copy of our Q1 2019-2020 Interim Report to the Ministry of Training, Colleges and Universities, I'm pleased to share our responses to questions from staff in the Digital Learning Policy Branch during a working session I had with them on August 14, 2019 at their Toronto offices. See attached file "CONTACT NORTH | CONTACT NORD RESPONSES TO MINISTRY OF TRAINING COLLEGES AND UNIVERSITIES - AUGUST 19 2019." The continued sharing of these submissions is part of Contact North | Contact Nord's transparent approach as a publicly funded, community-based organization.

In reviewing the responses, I draw your particular attention to:

- 1) The growing number of inquiries to our province-wide Student Information Hotline (pages 1-2, Appendix 2), illustrating our high-touch support services to students and prospective students across Ontario.
- 2) Our local recruitment strategies (pages 2-3), as part of supporting local access to education and training, and in particular the description of a "Targeted Recruitment Campaign" and the fact we executed 28 campaigns during the period April 1, 2018 to March 31, 2019 for our college and university partners.
- 3) The classifications of our online learning centres (pages 6-7) illustrating how we can quickly ramp up and respond to community needs for access to education and training.

If you have any questions regarding these responses, please do not hesitate to contact me.

Maxim

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Maxim Jean-Louis  
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Maxim

July 31, 2019

***Via e-mail***

Ms. Anna Boyden  
Director, Digital Learning Policy Branch  
Ministry of Training, Colleges and Universities  
315 Front Street West  
15th Floor  
Toronto ON M7A 0B8

Dear Anna:

**Re: Contact North | Contact Nord Q1 2019-2020 Interim Report**

In accordance with Schedule “F” of the 2019-2020 Transfer Payment Agreement (TPA) between Contact North | Contact Nord and the Ministry of Training, Colleges and Universities, I am pleased to submit the Q1 Interim Report covering our activities and Financial Report for the period April 1, 2019 to June 30, 2019.

I draw your attention to three items in the Q1 Interim Report:

- 1) We included Section 3 – Mitigation Strategies on page 32 which collates the outcomes and performance measures in the 2019-2020 TPA and our internal metrics identified in the 5-Year Framework into a snapshot with the targets, Q1 result, percent of target achieved and any identified mitigation strategies/comments.

As you can see from the snapshot, we are on track to meeting our outcomes and performance measures as of June 30, 2019. I note Q1 is Contact North | Contact Nord’s slowest fiscal quarter in terms of activity as the Winter academic semester is winding down and the Spring/Summer academic semester is the slowest of the three semesters in terms of registrations and activity. Activity ramps up in Q2 as students return to class in September.

- 2) In Section 1, we report on Project Activities as outlined in Schedule “C” of the TPA. We reordered the five groups of activities to put the emphasis on the services we deliver to Ontarians first, with administration last (we recognize this is different than the order in the TPA and hope it does not cause confusion):
  1. Registration, Advisory Services and Online Learning Centres
  2. Shared and Collaborative Services
  3. Information Technology (IT) & Web Services
  4. Communications and Marketing
  5. Administration

3) We included the Financial Report for April 1 to June 30, 2019 period, in the format prescribed in Schedule "G" of the TPA agreement. Given the 10% holdback in transfer payments, there is a slight deficit for the period. We expect this to grow each quarter until the final installment is received in July 2020.

Please do not hesitate to contact me if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Maxim Jean-Louis". The signature is stylized with a long horizontal stroke extending to the left and a vertical stroke extending upwards from the start.

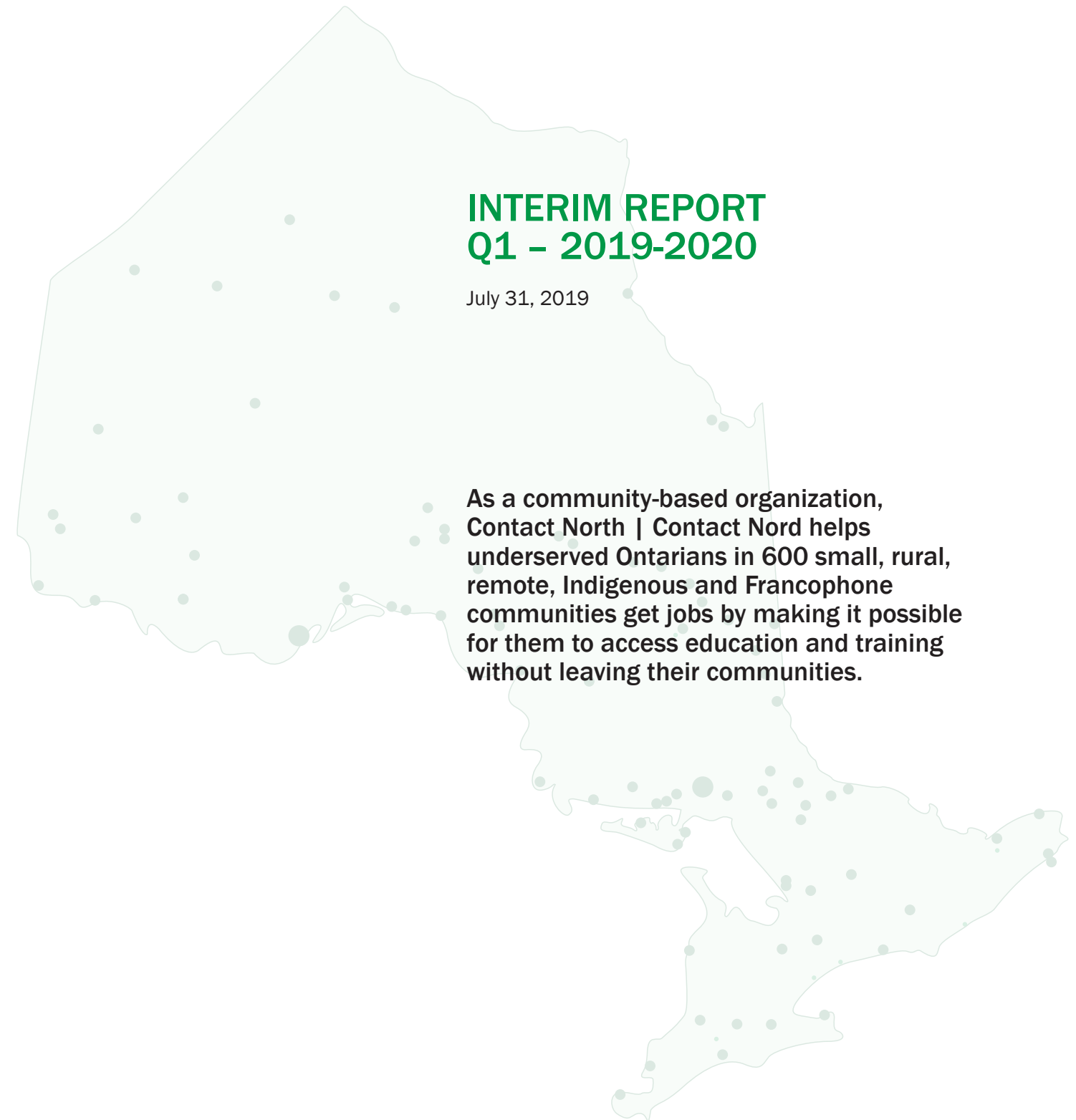
Maxim Jean-Louis  
President – Chief Executive Officer

Attachment (1)

## INTERIM REPORT Q1 – 2019-2020

July 31, 2019

**As a community-based organization, Contact North | Contact Nord helps underserved Ontarians in 600 small, rural, remote, Indigenous and Francophone communities get jobs by making it possible for them to access education and training without leaving their communities.**



# A Community-based Organization

As a community-based organization, Contact North | Contact Nord helps underserved Ontarians in 600 small, rural, remote, Indigenous and Francophone communities get jobs by making it possible for them to access education and training without leaving their communities.

We respond to **800,000+** requests for services per year from Ontarians and provide five local services:

- Information about available online programs and courses
- Assistance with the registration process for their program or course of choice
- Free use of computer workstations and high-speed Internet access to complete their online courses
- Free use of web conferencing and videoconferencing distance learning platforms to connect to, and participate in, their live online programs and courses
- Supervision of written exams and tests

We generate **58,000+** course registrations per year for Ontario's **24** public colleges, **22** public universities, **9** Indigenous institutes, **76** district school boards, **200** literacy and basic skills providers, and **50** skills development training providers.

Our local staff in **116** online learning centres located in communities across Ontario deliver these services in English and French with the support of our province-wide Student Information Hotline and our [studyonline.ca](http://studyonline.ca) / [etudiezenligne.ca](http://etudiezenligne.ca) and [e-channel.ca](http://e-channel.ca) / [apprentissageenligne.ca](http://apprentissageenligne.ca) portals, which provide information and resources for students and prospective students. Our portals support 675,000 pageviews per year.

Contact North | Contact Nord is funded by the Government of Ontario through the Ministry of Training, Colleges and Universities.

CONTACT NORTH Online Learning  
 NORD Apprentissage en ligne

# AS A COMMUNITY-BASED ORGANIZATION,

## HELPS UNDERSERVED ONTARIANS

IN **600** SMALL, RURAL, REMOTE, INDIGENOUS AND FRANCOPHONE COMMUNITIES

**GET JOBS** BY MAKING IT POSSIBLE FOR THEM TO ACCESS EDUCATION AND TRAINING WITHOUT LEAVING THEIR COMMUNITIES



### 5 LOCAL SUPPORT SERVICES FOR ONTARIANS DELIVERED AT 116 ONLINE LEARNING CENTRES AND THE STUDENT INFORMATION HOTLINE

- INFORMATION ABOUT AVAILABLE ONLINE PROGRAMS AND COURSES
- ASSISTANCE WITH REGISTRATION FOR THEIR PROGRAM OR COURSE OF CHOICE
- FREE USE OF COMPUTER WORKSTATIONS AND HIGH-SPEED INTERNET ACCESS TO COMPLETE THEIR ONLINE COURSES
- FREE USE OF WEB CONFERENCING, VIDEOCONFERENCING AND AUDIOCONFERENCING DISTANCE LEARNING PLATFORMS TO CONNECT TO, AND PARTICIPATE IN, THEIR ONLINE PROGRAMS AND COURSES
- SUPERVISION OF WRITTEN EXAMS AND TESTS

### 5 SUPPORT SERVICES FOR ONTARIO'S EDUCATION AND TRAINING PROVIDERS

- FREE USE OF DISTANCE DELIVERY PLATFORMS TO DELIVER THEIR ONLINE PROGRAMS AND COURSES
- TRAINING FOR INSTRUCTORS USING THE DISTANCE DELIVERY PLATFORMS
- TARGETED RECRUITMENT CAMPAIGNS TO GENERATE REGISTRATIONS FOR ONLINE PROGRAMS AND COURSES THROUGHOUT THE PROVINCE
- PROMOTE ONLINE PROGRAMS AND COURSES IN 600 COMMUNITIES ACROSS ONTARIO
- PROVIDE LOCAL SUPPORT SERVICES TO STUDENTS VIA 116 LOCAL ONLINE LEARNING CENTRES AND THE STUDENT INFORMATION HOTLINE

### SERVICES DELIVERED IN PARTNERSHIP WITH

- 24** PUBLIC COLLEGES
- 22** PUBLIC UNIVERSITIES
- 9** INDIGENOUS INSTITUTES
- 76** DISTRICT SCHOOL BOARDS
- 200** LITERACY AND BASIC SKILLS PROVIDERS
- 50** SKILLS DEVELOPMENT TRAINING PROVIDERS
- ONTARIO WORKS**
- EMPLOYMENT ONTARIO**
- 114** COMMUNITY ORGANIZATIONS HOSTING OUR ONLINE LEARNING CENTRES
- 4,282** COMMUNITY-BASED ORGANIZATIONS

CONTACT NORTH Online Learning  
 NORD Apprentissage en ligne

A 33-YEAR OLD SHARED SERVICE TO PROVIDE 1/3 OF ONTARIANS

# 4 MILLION RESIDENTS

LOCAL ACCESS TO EDUCATION AND TRAINING OPPORTUNITIES



## ANNUAL OUTCOMES FOR ONTARIANS

**58,000+**

STUDENT REGISTRATIONS GENERATED AND SUPPORTED IN COURSES FROM ONTARIO'S EDUCATION AND TRAINING PROVIDERS

**800,000+**

REQUESTS FOR SERVICES FULFILLED, INCLUDING CALLS TO STUDENT INFORMATION HOTLINE AND TECHNICAL HOTLINE

**60** PROVINCE-WIDE TARGETED LOCAL RECRUITMENT CAMPAIGNS EXECUTED

**92%** OF CLIENTS SATISFIED WITH THEIR EXPERIENCES WITH CONTACT NORTH | CONTACT NORD

**250,000+** VISITORS GENERATE 675,000 PAGEVIEWS OF PORTALS



Ontario

FUNDED BY THE GOVERNMENT OF ONTARIO

CONTACT NORTH Online Learning  
 NORD Apprentissage en ligne  
 CONTACTNORTH.CA

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# Q1 2019-2020 Interim Report

Contact North | Contact Nord is pleased to present its Q1 2019-2020 Interim Report covering its activities during the period April 1, 2019, to June 30, 2019.

The Progress Report contains the following sections:

- Section 1     How Contact North | Contact Nord Fulfilled the Project Activities in Q1 2019-2020
- Section 2     Project Outcomes and Performance Measurement
- Section 3     Mitigation Strategies
- Section 4     Q1 2019-2020 Financial Report
- Appendix A    Requests for Services Snapshot
- Appendix B    List of Requests for Programs and Courses Not Currently Available
- Appendix C    Ontario Works Office Snapshot
- Appendix D    List of Documents Provided to Higher Education Quality Council (HEQCO)
- Appendix E    Social Media Reports

## Further Information

Maxim Jean-Louis  
President – Chief Executive Officer  
Contact North | Contact Nord  
705-525-7245  
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## Section 1 – How Contact North | Contact Nord Fulfilled the Project Activities in Q1 2019-2020

1. Registration, Advisory Services and Online Learning Centres	
Activity	Interim Report – June 30, 2019
<p>a. Operate and maintain free of charge, high-touch, local support services in English and French to students and prospective students of its Education and Training Providers that are within the Target Base using its 116 online learning centres and 195 Access Points. Each online learning centre and Access Point shall be operated in a manner conducive to academic study and shall offer the following free services to the Target Base, to be scaled according to demand:</p> <ol style="list-style-type: none"> <li>i. The use of distance delivery platforms (including, by way of example only, web and video conferencing platforms). and computers equipped with</li> <li>ii. Internet access (using the highest connection speeds available).</li> <li>iii. Advisory services including, without limitation: <ul style="list-style-type: none"> <li>• assistance with registration in online courses and programs;</li> </ul> </li> </ol>	<p>During the period, Contact North   Contact Nord operated and maintained the 116 local online learning centres and 195 Access Points, providing free, high-touch local support services, in English and French, serving 600 small, remote, rural, Indigenous and Francophone communities in every corner of Ontario.</p> <p><u>Key Outcomes During the Period</u></p> <ul style="list-style-type: none"> <li>• <b>221,285</b> Requests for Services fulfilled during the period (See Appendix A for a summary).</li> <li>• Upgraded high-speed Internet in 1 online learning centre (Constance Lake First Nation) due to the availability of a new local provider.</li> <li>• Generated <b>11,427</b> student registrations in online courses (preliminary figure as data collection not complete for Spring/Summer 2019 semester) with the following breakdown: <ul style="list-style-type: none"> <li>○ 2,071 College</li> <li>○ 2,2067 University</li> <li>○ 599 School Board</li> <li>○ 486 Literacy and Basic Skills</li> <li>○ 6,178 Training</li> </ul> </li> <li>• <b>1,228</b> support requests to the IT Technical Hotline fulfilled (each support request can take up to 30 minutes to fulfill based on the nature of the request) (included in the 221,285 figure in the first bullet point).</li> <li>• <b>3,013</b> exams invigilated (invigilation of an exam can take up to 3 hours) for students from Ontario’s colleges, universities, district school boards,</li> </ul>

## 1. Registration, Advisory Services and Online Learning Centres

Activity	Interim Report – June 30, 2019
<ul style="list-style-type: none"> <li>• the provision of current information on available online programs and courses;</li> <li>• the provision of current information on educational financial aid options;</li> <li>• referrals to colleges and universities for career and educational mapping;</li> <li>• referrals to other local educational and employment support services; and</li> <li>• moral support and encouragement.</li> </ul> <p>iv. Technical support in respect of the use of on-site computers, tools and equipment.</p> <p>v. A dedicated quiet study space.</p> <p>vi. Exam invigilation services.</p>	<p>Independent Learning Centre (ILC) and Indigenous institutes (included in the 221,285 figure in the first bullet point).</p>
<p>b. Secure the facilities for the online learning centres in rent-free space.</p>	<ul style="list-style-type: none"> <li>• All 116 local online learning centres housed in rent-free space provided by a local community partner. <ul style="list-style-type: none"> <li>○ This operating model generates estimated savings of \$870,000 annually for space.</li> </ul> </li> <li>• All partnership agreements for rent-free space up-to-date and managed in a database.</li> </ul>
<p>c. Staff and operate the Student Information Hotline as defined above</p>	<ul style="list-style-type: none"> <li>• Student Information Hotline staffed during advertised operating hours of 8:00 a.m. to 5:00 p.m. Eastern.</li> <li>• Inquiries received after operating hours responded to the next business day.</li> </ul>

<b>1. Registration, Advisory Services and Online Learning Centres</b>	
<b>Activity</b>	<b>Interim Report – June 30, 2019</b>
	<ul style="list-style-type: none"> <li>• Student Information Officers responded to 1,389 inquiries (each inquiry can take up to 30 minutes to fulfill based on the nature of the inquiry):               <ul style="list-style-type: none"> <li>○ 574 toll-free number</li> <li>○ 355 Live Chat</li> <li>○ 459 e-mail inquiries</li> <li>○ 1 walk-in</li> </ul> </li> </ul>
d. Prepare and deliver a Performance Report to the Province covering the Term in accordance with the reporting requirements outlined in Schedule “F”, which reports on the goals, activities, performance measures and metrics set out in the “Project Outcomes and Performance Measurement” section.	<ul style="list-style-type: none"> <li>• Contact North   Contact Nord will prepare and deliver a Performance Report as outlined in Schedule “F” by June 30, 2020, covering its activities during the period April 1, 2019 to March 31, 2020.</li> </ul>

## 2. Shared and Collaborative Services

Activity	Interim Report – June 30, 2019
<p>a. Provide its recruitment and local services as a core shared service.</p>	<ul style="list-style-type: none"> <li>• Recruitment and local support services to students available to Ontario's:               <ul style="list-style-type: none"> <li>○ 24 public colleges</li> <li>○ 22 public universities</li> <li>○ 76 district school boards</li> <li>○ 200 literacy and basic skills providers</li> <li>○ 50 skills development training providers</li> </ul> </li> <li>• During the period, 11,428 student registrations in online courses generated for all categories of providers.</li> </ul>
<p>b. Provide Education and Training Providers with data on specific programs and courses not currently available online for which there is learner or labour market demand.</p>	<ul style="list-style-type: none"> <li>• 29 requests received for 18 different online programs and courses not currently available and shared with education and training providers.</li> <li>• See Appendix B for report.</li> </ul>
<p>c. Develop and implement targeted recruitment campaigns for its Education and Training Providers to maximize course and program registrations from the Target Base.</p>	<ul style="list-style-type: none"> <li>• Executed 8 province-wide Targeted Recruitment Campaigns for Ontario's public colleges and universities, including:               <ol style="list-style-type: none"> <li>1) Durham College, Cannabis Industry Specialization Program</li> <li>2) Lambton College, Business-Trades Program</li> <li>3) Loyalist College, Early Childhood Education Program</li> <li>4) Northern College, Social Service Worker Program</li> <li>5) Royal Conservatory of Music, 6 Social Program</li> <li>6) Sault College, Addictions and Mental Health Studies Program</li> <li>7) Seneca College, Fitness Leadership Program</li> <li>8) Wilfrid Laurier University, Mental Health Issues in the Classroom – Certificate</li> </ol> </li> </ul>

## 2. Shared and Collaborative Services

Activity	Interim Report – June 30, 2019
<p>d. Engage with those Ontario Works and Employment Ontario offices whose clients include individuals within the Target Base, to promote, advise and facilitate their clients' enrolment into online courses and programs, as appropriate.</p>	<ul style="list-style-type: none"> <li>• During the period, Contact North   Contact Nord engaged with:               <ul style="list-style-type: none"> <li>○ 170 Ontario Works offices (65 of these offices are in First Nation communities) – see breakdown in Appendix C</li> <li>○ 188 Employment Ontario offices</li> </ul> </li> </ul>
<p>e. Actively participate in the Higher Education Quality Council of Ontario (HEQCO) review of digital learning in Ontario as it relates the Recipient's programs, activities and outcomes; which review is to be submitted by HEQCO to the Province on or before October 31, 2019.</p>	<ul style="list-style-type: none"> <li>• Contact North   Contact Nord actively engaged with the Higher Education Quality Council of Ontario (HEQCO) through a working session on Monday, June 24, 2019 with four HEQCO representatives at their Toronto office:               <ul style="list-style-type: none"> <li>○ Dr. Harvey Weingarten, President &amp; CEO</li> <li>○ Martin Hicks, Executive Director, Data &amp; Statistics</li> <li>○ Amy Kaufman, Director, Special Projects</li> <li>○ Elyse Watkins, Senior Researcher</li> </ul> </li> <li>• Following the June 24, 2019 working session, Contact North   Contact Nord made a detailed submission to HEQCO with key information on our operations (see Appendix D for a list of the documents submitted).</li> <li>• As part of its commitment of transparency, Contact North   Contact Nord shared its submission with the following 15 partners:               <ul style="list-style-type: none"> <li>• ACE DISTANCE/ONLINE</li> <li>• AlphaPlus</li> <li>• COFA (Coalition ontarienne de la formation des adultes)</li> <li>• Council of Ontario Universities</li> <li>• Colleges Ontario</li> <li>• Deaf Learn Now</li> <li>• eCampusOntario</li> <li>• Good Learning Anywhere</li> <li>• OCAS</li> </ul> </li> </ul>

2. Shared and Collaborative Services	
Activity	Interim Report – June 30, 2019
	<ul style="list-style-type: none"> <li>• ONCAT</li> <li>• OntarioLearn</li> <li>• ORION</li> <li>• TFO</li> <li>• The LearningHUB</li> <li>• TVO</li> </ul>
<p>f. Provide a suite of free shared services to the Target Base and the Education and Training Providers consisting of the following:</p> <ul style="list-style-type: none"> <li>○ Web conferencing platform (Recipient to phase out Saba Meeting in favour of Adobe Connect web-conferencing platform)</li> <li>○ Videoconferencing platform</li> <li>○ Moodle Learning Management System</li> <li>○ Training for faculty and instructors of the Education and Training Providers in English and French, on use of the Recipient's technology platforms to deliver their online programs and courses</li> <li>○ Technical support as further described in Section 3 (a).</li> </ul>	<p><u>Shared Service Learning Platforms</u></p> <ul style="list-style-type: none"> <li>• Web conferencing (Adobe Connect and Saba Meeting; Saba Meeting to be phased out by August 31, 2019) platforms available.</li> <li>• Videoconferencing platform available.</li> <li>• Moodle Learning Management System available.</li> <li>• Platforms available 98.9% of the time for student use.</li> </ul> <p><u>Training for Faculty and Instructors</u></p> <ul style="list-style-type: none"> <li>• Contact North I Contact Nord delivered training 73 faculty and instructors on How to Use the Web Conferencing Platform to Teach Effectively during the period.</li> <li>• 49 <a href="#">web conferencing resources</a> available.</li> <li>• 11 <a href="#">videoconferencing resources</a> available.</li> </ul> <p><u>Technical Support</u></p> <ul style="list-style-type: none"> <li>• 1,228 support requests to the IT Technical Hotline fulfilled (each support request can take up to 30 minutes to fulfill based on the nature of the request).</li> <li>• Examples of frequent technical support requests fulfilled from students for the web conferencing platform: <ul style="list-style-type: none"> <li>○ How do I get to my class?</li> </ul> </li> </ul>

## 2. Shared and Collaborative Services

Activity	Interim Report – June 30, 2019
	<ul style="list-style-type: none"><li>○ Unable to log in (need credentials)</li><li>○ Don't see my class on my schedule</li><li>○ I need to change my password</li><li>○ I think I am logged into the class, but I don't see anything happening</li><li>○ I am connected but I don't hear anything</li><li>○ I am in a class, but they don't hear me when I am speaking</li><li>○ Where can I find the recording for my class?</li><li>● Examples of frequent technical support requests from instructors using the web conferencing platform:<ul style="list-style-type: none"><li>○ How can I save the recording?</li><li>○ How do I share my presentation?</li></ul></li></ul>



### 3. Information Technology (IT) & Web Services

Activity	Interim Report – June 30, 2019
<p>a. Provide technical support services in English and French from 7:30 a.m. to 11:00 p.m. Eastern Standard Time, Monday to Friday, for all of the Recipient's information technology resources used by students, faculty, instructors and any other stakeholders, as required.</p>	<ul style="list-style-type: none"> <li>• Technical support provided for students, faculty, instructors and other stakeholders as required during the advertised time during the period.</li> <li>• 1,228 support requests to the IT Technical Hotline fulfilled (each support request can take up to 30 minutes to fulfill based on the nature of the request).</li> <li>• Examples of frequent technical support requests fulfilled from students for the web conferencing platform:               <ul style="list-style-type: none"> <li>○ How do I get to my class?</li> <li>○ Unable to log in (need credentials)</li> <li>○ Don't see my class on my schedule</li> <li>○ I need to change my password</li> <li>○ I think I am logged into the class, but I don't see anything happening</li> <li>○ I am connected but I don't hear anything</li> <li>○ I am in a class, but they don't hear me when I am speaking</li> <li>○ Where can I find the recording for my class?</li> </ul> </li> <li>• Examples of frequent technical support requests fulfilled from instructors using the web conferencing platform:               <ul style="list-style-type: none"> <li>○ How can I save the recording?</li> <li>○ How do I share my presentation?</li> </ul> </li> </ul>
<p>b. Manage and maintain the Recipient's online portals and websites. The Recipient shall ensure that the information presented on each of its online portals and websites remains current and up-to-date at all times. Recipient acknowledges that unless otherwise approved by the Province in writing, any and all costs related to the</p>	<ul style="list-style-type: none"> <li>• All Contact North   Contact Nord portals available during the period for student and general public use.</li> <li>• During the period, 59,307 users generated 191,179 pageviews on portals:               <ul style="list-style-type: none"> <li>○ 47,815 users generated 159,740 pageviews on studyonline.ca / etudiezenligne.ca.</li> <li>○ 9,086 users generated 25,446 pageviews on contactnorth.ca / contactnord.ca.</li> <li>○ 2,406 users generated 5,993 pageviews on e-channel.ca / apprentissageenligne.ca.</li> </ul> </li> </ul>

### 3. Information Technology (IT) & Web Services

Activity	Interim Report – June 30, 2019
<p>delivery of e-Channel or other Learning and Basic Skills services shall be funded solely from the e-Channel Transfer Payment Agreement.</p>	<ul style="list-style-type: none"> <li>• Collection of program and course information continued during the period for the Fall 2019 academic semester for posting to <a href="http://studyonline.ca">studyonline.ca</a> / <a href="http://etudiezenligne.ca">etudiezenligne.ca</a>.</li> <li>• Updating current information is an ongoing process to ensure portal is current and up-to-date.</li> <li>• Portals monitored continuously throughout the period to ensure posted content is current and up-to-date.</li> <li>• Contact North   Contact Nord acknowledges any and all costs related to the delivery of e-Channel or other Learning and Basic Skills services are funded solely from the e-Channel Transfer Payment Agreement.</li> </ul>
<p>c. Manage, maintain and ensure the security, performance, stability and reliability of the Recipient’s information technology infrastructure, including without limitation, Internet connectivity, telecommunications, hardware, software, web conferencing and videoconferencing platforms, and the Moodle learning management system.</p>	<ul style="list-style-type: none"> <li>• All information technology infrastructure managed appropriately during the period to ensure high quality services delivered for students and education and training providers.</li> <li>• All information technology infrastructure available 98.9% of the time during the period.</li> </ul>
<p>d. Undertake to deliver uninterrupted services (i.e., less than 5% downtime during service hours) in connection with the IT and Web Service resources utilized by students, faculty, instructors, staff, and other</p>	<ul style="list-style-type: none"> <li>• Contact North   Contact Nord reported 98.9% uptime on its services during the period.</li> </ul>

<b>3. Information Technology (IT) &amp; Web Services</b>	
<b>Activity</b>	<b>Interim Report – June 30, 2019</b>
stakeholders to whom the Recipient is providing its services.	
e. Continually enhance broadband Internet access at online learning centres as service becomes available/improved in Target Base communities.	<ul style="list-style-type: none"> <li>• Upgraded high-speed Internet in 1 online learning centre (Constance Lake First Nation) due to the availability of a new local provider.</li> </ul>
f. Develop, manage and maintain the IT and communications infrastructure necessary to perform the Project activities described in this Agreement and to meet the objectives and obligations (including, without limitation, its reporting obligations) set out herein.	<ul style="list-style-type: none"> <li>• All IT and communications infrastructure managed and maintained during the period to perform Project activities, including reporting requirements.</li> <li>• New functionality developed for Customer Relationship Management (CRM) tool to facilitate reporting requirements in the 2019-2020 Transfer Payment Agreement.</li> <li>• During the period, Contact North   Contact Nord undertook a multi-part process to develop an Action Plan to Modernize its IT infrastructure with 5 targeted outcomes: <ul style="list-style-type: none"> <li>○ Enhanced Service Quality</li> <li>○ Greater Reliability</li> <li>○ Increased Capacity</li> <li>○ Full Redundancy</li> <li>○ Major Efficiencies</li> </ul> </li> </ul> <p>The process, led Contact North   Contact Nord’s Director, Financial Services &amp; Organizational Planning, who also serves as Director, IT &amp; Web Services, included enlisting the Ontario College Application Service (OCAS) to undertake a review of Contact North   Contact Nord’s IT &amp; Web Services infrastructure and organizational structure.</p>

<b>3. Information Technology (IT) &amp; Web Services</b>	
<b>Activity</b>	<b>Interim Report – June 30, 2019</b>
	The Contact North   Contact Nord Action Plan to Modernize its IT & Web Services is forthcoming.

#### 4. Communications and Marketing

Activity	Interim Report – June 30, 2019
<p>a. Develop and implement strategies to maximize student registrations in online programs and courses offered by the Education and Training Providers to the Target Base.</p>	<p>During the period, Contact North   Contact Nord undertook the following strategies:</p> <ul style="list-style-type: none"> <li>• Continuous marketing and promotion of available online programs and courses in the 600 small, remote, rural, Indigenous and Francophone communities served via local recruitment activities by staff in 116 local online learning centres, via the province-wide Student Information Hotline, and its <a href="http://studyonline.ca">studyonline.ca</a> / <a href="http://etudiezenligne.ca">etudiezenligne.ca</a> and <a href="http://e-channel.ca">e-channel.ca</a> / <a href="http://apprentissageenligne.ca">apprentissageenligne.ca</a> portals for students and prospective students.</li> <li>• Executed 8 province-wide Targeted Recruitment Campaigns for Ontario’s public colleges and universities, including:               <ol style="list-style-type: none"> <li>1) Durham College, Cannabis Industry Specialization Program</li> <li>2) Lambton College, Business-Trades Program</li> <li>3) Loyalist College, Early Childhood Education Program</li> <li>4) Northern College, Social Service Worker Program</li> <li>5) Royal Conservatory of Music, 6 Social Program</li> <li>6) Sault College, Addictions and Mental Health Studies Program</li> <li>7) Seneca College, Fitness Leadership Program</li> <li>8) Wilfrid Laurier University, Mental Health Issues in the Classroom – Certificate</li> </ol> </li> <li>• On behalf of Contact North   Contact Nord, Forum Research completed the quantitative component of The Indigenous Online Learners Experience, A 2019 Contact North   Contact Nord Survey. The qualitative component was completed in July 2019 with final report in August 2019. Results used to implement new strategies to better support Indigenous learners and maximize registrations.</li> </ul>
<p>b. Develop and implement marketing and communication strategies to enhance and promote awareness of the Recipient’s services within the</p>	<ul style="list-style-type: none"> <li>• Utilized Google Adwords to drive traffic to the <a href="http://studyonline.ca">studyonline.ca</a> / <a href="http://etudiezenligne.ca">etudiezenligne.ca</a> portal for students and prospective students.               <ul style="list-style-type: none"> <li>○ During the period, 47,815 users generated 159,740 pageviews on both portals</li> </ul> </li> </ul>

<b>4. Communications and Marketing</b>	
<b>Activity</b>	<b>Interim Report – June 30, 2019</b>
Target Base using a combination of traditional and digital media platforms (e.g., social media, GoogleAds, radio, print, etc.).	<ul style="list-style-type: none"> <li>• Corporate Facebook page maintained to engage with students and prospective students.</li> <li>• Corporate Twitter page maintained to engage with students and prospective students.</li> <li>• Corporate LinkedIn page maintained to engage with students and prospective students.</li> </ul> <p>See Appendix E for the quarterly report on social media activity.</p>
c. Provide information about its services to current and prospective learners within the Target Base and to its Education and Training Providers.	<ul style="list-style-type: none"> <li>• Contact North   Contact Nord engages with <a href="#">4,282 local organizations</a> across Ontario to recruit and support underserved Ontarians.</li> </ul>
d. Engage with stakeholders on the Recipient’s activities and strategic direction.	<ul style="list-style-type: none"> <li>• During the period, Contact North   Contact Nord provided regular updates to its stakeholders on activities and strategic directions, including: <ul style="list-style-type: none"> <li>○ Ontario’s education and training providers</li> <li>○ Local partners who host the 114 local online learning centres and 185 Access Points</li> <li>○ Provincial and local decision-makers</li> </ul> </li> </ul>
e. Track and analyze the results of marketing campaigns including, without limitation, engagement and conversion metrics related to its social media and digital marketing initiatives.	<ul style="list-style-type: none"> <li>• During the period, 47,815 users generated 159,740 pageviews on the studyonline.ca / etudiezenligne.ca portals for students and prospective students.</li> <li>• During the period, 2,406 users generated 5,993 pageviews on e-channel.ca / apprentissageenligne.ca portal for students and prospective students.</li> <li>• See Appendix E for the quarterly report on social media activity.</li> </ul>

<b>4. Communications and Marketing</b>	
<b>Activity</b>	<b>Interim Report – June 30, 2019</b>
f. Develop and adhere to the public communications protocol to be developed with the Province.	<ul style="list-style-type: none"> <li>Completed the first phase of applying the new Ontario logo specifications received from Digital Learning Policy Branch to Contact North   Contact Nord's documents and web properties.</li> </ul>

5. Administration	
Activity	Interim Report – June 30, 2019
<p>a. Staff, office space rentals in respect of its Sudbury and Thunder Bay Operations Centres, and appropriate equipment and technology to support its operations.</p>	<p><u>Staff</u></p> <ul style="list-style-type: none"> <li>• During the period, 3 new full-time staff members hired (all filling vacancies; no new positions created) and 2 staff members resigned.</li> <li>• As of June 30, 2019, Contact North   Contact Nord had 25 open recruitment processes, 23 of which are for part-time Student Recruitment &amp; Services Representatives and 2 are for full-time Online Learning Recruitment Officers in communities where recruiting staff is challenging.</li> </ul> <p><u>Operations Centres</u></p> <ul style="list-style-type: none"> <li>• Leases in place for the Sudbury Operations Centre (expiry February 28, 2023 with option to renew for 5 additional years) and Thunder Bay Operations Centre (expiry November 30, 2022 with option to renew for 5 additional years).</li> </ul> <p><u>Appropriate Equipment and Technology</u></p> <ul style="list-style-type: none"> <li>• All appropriate equipment in place for efficient operation of both Operations Centres.</li> <li>• Technology infrastructure operational 98.9% of the time during the period to support operations.</li> </ul>
<p>b. Travel expenditures for staff and members of the Board of Directors that are directly attributable to and necessary for achieving the objectives of the Project subject to the following:</p> <p>i. The Recipient shall develop and adhere to financial management policies for travel, meal, and</p>	<ul style="list-style-type: none"> <li>• All travel expenditures for staff and members of the Board of Directors directly attributable to and necessary for achieving the objectives of the Project and incurred in accordance with <a href="#">Contact North   Contact Nord Financial Policy</a>.</li> <li>• The Financial Policy, approved by the Contact North   Contact Nord Board of Directors, meets the requirements of the Broader Public Sector Expenses Directive, 2011.</li> <li>• In applying Contact North   Contact Nord policy, staff apply appropriate conflict of interest rules that reflect the spirit of Regulation 381/07 of the <i>Public Service of Ontario Act, 2006</i>.</li> </ul>



5. Administration	
Activity	Interim Report – June 30, 2019
<p>hospitality expenses that meet the requirements and adhere to the principles of the Broader Public Sector Expenses Directive; and</p> <p>ii. The Recipient shall exercise restraint in the expenditure of Funds for the purposes of travel, meal and hospitality expenses ensuring that expenses of this type are directly attributable to and necessary for achieving the objectives of the Project.</p>	
<p>c. Professional services (i.e., financial, legal, procurement, consulting, web hosting, etc.).</p>	<ul style="list-style-type: none"> <li>Professional services acquired in accordance with <a href="#">Contact North   Contact Nord Financial Policy</a> as required to support its operations.</li> </ul>
<p>d. Administration necessary to carry out the Project work and to meet the reporting obligations set out herein.</p>	<ul style="list-style-type: none"> <li>Completed administration necessary to meet the project objectives and reporting requirements in accordance with internally developed policies.</li> <li>Two meetings of the Board of Directors held during the period – April 23, 2019 and June 13, 2019 (to approve draft audited financial statements).</li> <li>One meeting of the Audit Committee of the Board of Directors held during period to review the draft audited financial statements – June 2, 2019.</li> <li>Three monthly CEO Updates to the Board of Directors on Operations during the period.</li> <li>Audio briefing on operations with the Chair of the Board of Directors every two weeks.</li> <li>Weekly Updates by each member of the operations and management team on their respective deliverables.</li> </ul>

<b>5. Administration</b>	
<b>Activity</b>	<b>Interim Report – June 30, 2019</b>
	<ul style="list-style-type: none"> <li>• Daily updates on operations by front end recruitment and service departments.</li> <li>• Management negotiated the 2019-2020 Transfer Payment Agreement with the Ministry of Training, Colleges and Universities during the period.</li> <li>• Prepared the 2018-2019 Performance Report for the Ministry of Training, Colleges and Universities.</li> </ul>

## Section 2 – Project Outcomes and Performance Measures

Note – Contact North | Contact Nord Q1 Response indicated under METRICS in bold.

GOAL	ACTIVITIES	PERFORMANCE MEASURES	METRICS
<p>Ministry mandate: ensuring Ontario has a robust digital learning ecosystem that makes postsecondary education accessible to Ontarians in every corner of the province and at every stage of their lives.</p> <p>Program goal: provide learners of all ages within the Target Base, free, high-touch local support services in English and French to identify and optimize access to online education and training opportunities</p>	<p>Manage, host and maintain an online portal which facilitates enrolment information on online courses and program offerings from the Education and Training Providers.</p> <p>Provide student registration assistance using the Student Information Hotline to respond in English and French to academic and enrolment inquiries from students and prospective students within the Target Base.</p>	<p>Maximization of potential enrolment in online courses and programs offered by the Education and Training Providers within the Target Base.</p> <p>Reduction in administrative and navigational barriers experienced by students and prospective students within the Target Base when enrolling or looking to enrol in online courses and programs.</p>	<p>Number of student registrations in online courses and programs (offered by the Education and Training Providers) which are directly attributable to the Recipient’s activities and supports and broken down by sector (e.g., college, university, literacy and basic skills, etc.) and age.</p> <p><b>Total target: 58,400</b></p> <p><b>Q1: Generated 11,427 student registrations in online courses with the following breakdown:</b></p> <ul style="list-style-type: none"> <li>• 2,071 College</li> <li>• 2,2067 University</li> <li>• 599 School Board</li> <li>• 486 Literacy and Basic Skills</li> <li>• 6,178 Training</li> </ul> <p>(preliminary figure as data collection not complete for Spring/Summer 2019 semester)</p>

GOAL	ACTIVITIES	PERFORMANCE MEASURES	METRICS
without having to leave their communities.			<p>Number and nature of registration-related requests for services received from the Target Base, by the Student Information Hotline.</p> <p><b>Total target: 5,565</b></p> <ul style="list-style-type: none"> <li>• <b>Q1: 1,389 inquiries:</b> <ul style="list-style-type: none"> <li>○ 574 toll-free number</li> <li>○ 355 Live Chat</li> <li>○ 459 e-mail inquiries</li> <li>○ 1 walk-in</li> </ul> </li> </ul> <p>Each request can take up to 30 minutes to fulfill based on the nature of the request.</p> <p><b>Nature of Requests:</b></p> <ul style="list-style-type: none"> <li>• Book an exam</li> <li>• Request information on available online programs and courses</li> <li>• Request information on closest online learning centre</li> <li>• Request for technical support (transferred to IT Technical Hotline)</li> </ul>

GOAL	ACTIVITIES	PERFORMANCE MEASURES	METRICS
			<p>User trends and detailed anonymous demographic information for individuals accessing each existing online learning centre.</p> <p><b>Q1: Contact North   Contact Nord is contracting Forum Research to do an omnibus quantitative survey of the users of its services in May 2020 to provide the demographic information. The results of the survey will be compared to the 2018-2020 and used to identify user trends. 2018-2019 is the baseline for user trends.</b></p>

GOAL	ACTIVITIES	PERFORMANCE MEASURES	METRICS
<p>Ministry mandate: meeting expectations that educational experiences be available without geographic barriers/boundaries and to use technology to facilitate this.</p> <p>Program goal: reduce economic and technological barriers for learners within the Target Base through the provision of online learning centres equipped with computers, Internet access and web conferencing and videoconferencing platforms.</p>	<p>Operate staffed local online learning centres which provide workstations with high speed internet connectivity along with access to web and videoconferencing platforms to the Target Base.</p> <p>Provide technical support services in English and French from 7:30 a.m. to 11:00 p.m. Eastern Standard Time, Monday to Friday, for all of the Recipient's information technology resources used by students, faculty, instructors and any other stakeholders, as required.</p>	<p>Target Base bridges geographic barriers by making use of equipment and technological infrastructure necessary to successfully participate in online courses.</p> <p>Target Base can make use of Recipient's technical support services free of charge to quickly and effectively resolve issues relating to the use of and access to, the Recipient's IT resources.</p> <p>Recipient's IT &amp; web-based services are uninterrupted.</p>	<p>Number of Online Learning Centres and Access Points in operation (categorized by location and anonymous client demographics).</p> <p><b>Target: 311</b></p> <p><b>Q1: 311:</b></p> <ul style="list-style-type: none"> <li>• <b>116 online learning centres</b></li> <li>• <b>185 Access Points</b></li> </ul> <p>Number and nature of IT support requests fulfilled.</p> <p><b>Q1: 1,228 support requests to the IT Technical Hotline fulfilled. Each request can take up to 30 minutes to fulfill depending on the nature of the request.</b></p> <ul style="list-style-type: none"> <li>• <b>Examples of frequent technical support requests fulfilled from students for the web conferencing platform:</b> <ul style="list-style-type: none"> <li>○ <b>How do I get to my class?</b></li> <li>○ <b>Unable to log in (need credentials)</b></li> <li>○ <b>Don't see my class on my</b></li> </ul> </li> </ul>

GOAL	ACTIVITIES	PERFORMANCE MEASURES	METRICS
			<p>schedule</p> <ul style="list-style-type: none"> <li>○ I need to change my password</li> <li>○ I think I am logged into the class, but I don't see anything happening</li> <li>○ I am connected but I don't hear anything</li> <li>○ I am in a class but they don't hear me when I am speaking</li> <li>○ Where can I find the recording for my class?</li> </ul> <ul style="list-style-type: none"> <li>● Examples of frequent technical support requests from instructors using the web conferencing platform: <ul style="list-style-type: none"> <li>○ How can I save the recording?</li> <li>○ How do I share my presentation?</li> </ul> </li> </ul> <p>Up time on distance delivery platforms per operating system reports:</p> <p><b>Target: 95%</b></p> <p><b>Q1: 98.9% during the period.</b></p>

GOAL	ACTIVITIES	PERFORMANCE MEASURES	METRICS
<p>Program goal: promote awareness within the Target Base of services offered by the Recipient through targeted marketing and recruitment campaigns across traditional and digital platforms.</p>	<p>Develop and implement marketing and communication strategies to enhance and promote awareness of the Recipient's services within the Target Base using a combination of traditional and digital media platforms.</p>	<p>Heightened awareness of the Recipient and its services within the Target Base.</p> <p>Increased engagement among the Recipient and the Target Base across various traditional and digital media platforms.</p>	<p>Social media reach and engagement metrics supported by reports issued by each platform provider.</p> <p>Conversion and engagement metrics for each media and campaign.</p> <p>Detailed web traffic stats (categorized by site).</p> <p><b>See Appendix E for social media reach reports.</b></p> <ul style="list-style-type: none"> <li>• <b>During the period, 59,307 users generated 191,179 pageviews on portals:</b> <ul style="list-style-type: none"> <li>○ <b>47,815 users generated 159,740 pageviews on studyonline.ca / etudiezenligne.ca.</b></li> <li>○ <b>9,086 users generated 25,446 pageviews on contactnorth.ca / contactnord.ca.</b></li> <li>○ <b>2,406 users generated 5,993 pageviews on e-channel.ca / apprentissageenligne.ca.</b></li> </ul> </li> </ul>



GOAL	ACTIVITIES	PERFORMANCE MEASURES	METRICS
<p>Ministry mandate: educational experiences be available at every stage of Ontarians' lives and to meet demand for up-skilling or mid-career retraining.</p> <p>Program goal: provide advisory services to the Target Base including Employment Ontario and Ontario Works clients, in order to facilitate their enrolment into academic programs and courses.</p>	<p>Provide academic/career advisory services to Target Base through Student Information Hotline.</p> <p>Provide on-site advisory services to students and prospective students within the Target Base who attend the Recipient's online learning centres.</p> <p>Engage with those Ontario Works and Employment Ontario offices whose clients include individuals within the Target Base, to promote, advise and facilitate their clients' enrolment into academic courses and programs, as applicable.</p>	<p>Individuals of all ages within the Target Base are able to attain advice through engagement with the Recipient's Student Information Hotline and with staff at its online learning centres.</p> <p>As a direct result of the Recipient's services, Employment Ontario and Ontario Works clients within the Target base enrol in online courses/programs available to them and upgrade their skills and succeed in local labour markets.</p>	<p>Number of advisory requests received by the Student Information Hotline and by staff at its online learning centres.</p> <p>Number of office partnerships established.</p> <p><b>Targets:</b>  <b>Ontario Works: 50</b>  <b>Employment Ontario: 25</b></p> <p><b>Q1:</b>  <b>Ontario Works: 170</b>  <b>Employment Ontario: 188</b></p> <p>Number of Ontario Works and Employment Ontario clients served.</p> <p><b>Targets:</b>  <b>Ontario Works: 250</b>  <b>Employment Ontario: 250</b></p> <p>Functionality added to Contact North   Contact Nord CRM to track clients from these two sources in July 2019. Q1 figure to be reported with Q2</p>

GOAL	ACTIVITIES	PERFORMANCE MEASURES	METRICS
			results.
			<p>Number of online course and program registrations by Ontario Works and Employment Ontario clients (Targets: N/A)</p> <p>Tracking added to Contact North   Contact Nord CRM to track registrations from these two sources in July 2019. Q1 figure to be reported with Q2 results.</p>
			<p>Metrics which demonstrate the direct impact of the Recipient's services on employment rates within the Target Base.</p> <p>Q1: Contact North   Contact Nord working with Forum Research to identify appropriate metrics.</p> <p>Questions to be included in omnibus survey by Forum Research for the 2019-2020 fiscal year and reported in May 2020.</p>

GOAL	ACTIVITIES	PERFORMANCE MEASURES	METRICS
<p>Program goal: support and assist faculty and instructors from the Education and Training Providers in their use of online learning through the provision of online, web conferencing and videoconferencing tools.</p>	<p>Provide online delivery tools (e.g., Moodle, web and video conferencing platforms) to faculty of the Education and Training Providers to facilitate and enhance online course delivery.</p> <p>Provide training for faculty and instructors of the Education and Training Providers in English and French on using the platforms to deliver their online programs and courses.</p> <p>Provide IT support to staff and faculty of the Education and Training Providers in connection with the use of the Recipient's IT resources as required.</p>	<p>Faculty and instructors of the Education and Training Providers use the Recipient's online delivery tools and resources.</p> <p>Faculty and instructors of the Education and Training Providers are competent and knowledgeable in how to maximize the use of the Recipient's online delivery tools and resources.</p> <p>Faculty and instructors of the Education and Training Providers seek training and IT support from the Recipient for issues relating to the use of its online delivery tools and resources.</p>	<p>Number and type of online and distance education delivery tools used by faculty and instructors of the Education and Training Providers to facilitate and enhance online and distance course delivery.</p> <p><b>Q1: Contact North   Contact Nord provides the following 3 tools for use by faculty and instructors:</b></p> <ol style="list-style-type: none"> <li>1) <b>Web conferencing platforms (Saba Meeting and Adobe Connect)</b></li> <li>2) <b>Videoconferencing platform</b></li> <li>3) <b>Moodle Learning Management System</b></li> </ol> <p>Number of Faculty and Instructors trained on the Recipient's online delivery tools and resources.</p> <p><b>Q1: Contact North   Contact Nord delivered training to 73 faculty and instructors on How to Use the Web Conferencing Platform to Teach Effectively during the period.</b></p>

GOAL	ACTIVITIES	PERFORMANCE MEASURES	METRICS
			<p>Number and nature of IT support requests from faculty and instructors within the Target Base.</p> <p>Included in total of 1,228 for IT support requests.</p> <p>Typical support requests from faculty and instructors include:</p> <ul style="list-style-type: none"> <li>○ How can I save the recording?</li> <li>○ How do I share my presentation?</li> </ul>

GOAL	ACTIVITIES	PERFORMANCE MEASURES	METRICS
Ministry mandate: Value for money.	Assess program uptake within the Target Base.	Increased uptake in the Recipient's services among eligible candidates;	Metrics based on independently verifiable data that:
Program goals: demonstrate the effectiveness of the Recipient's services within the Target demographic through the presentation of outcomes- based, independently verifiable data.	Provide statistics on completion rates and employment placements for program graduates who made use of the Recipient's programs and services within the Target Base.	Increased academic program completion rates; and  Increased employment rates in local labour markets.	<ul style="list-style-type: none"> <li>• Confirm the percentage of the Recipient's eligible prospective clients within the Target Base who make use of the Recipient's services (i.e., uptake rate)</li> </ul> <p><b>Q1: Contact North   Contact Nord to calculate the percentage using Statistic Canada Community Profiles data. Report available for Q2.</b></p>
			<ul style="list-style-type: none"> <li>• Demonstrate the direct impact of the Recipient's services on its clients' academic program completion rates</li> </ul> <p><b>Q1: Questions to be included in omnibus survey by Forum Research for the 2019-2020 fiscal year and reported in May 2020.</b></p>
			<ul style="list-style-type: none"> <li>• Metrics which demonstrate the direct impact of the Recipient's services on</li> </ul>

GOAL	ACTIVITIES	PERFORMANCE MEASURES	METRICS
			<p>employment rates within the Target Base</p> <p><b>Q1: Questions to be included in omnibus survey by Forum Research for the 2019-2020 fiscal year and reported in May 2020.</b></p>

Outcome/Performance Indicator	2019-2020 Target	Q1
Requests for Services	699,398	221,285
Course Registrations	58,400	11,427 student registrations in online courses generated (preliminary figure as data collection not complete for Spring/Summer 2019 semester)
Communities Served	800	636

### Section 3 – Mitigation Strategies

Contact North | Contact Nord reviewed the Q1 results against the outcomes and performance measurements in the 2019-2020 Transfer Payment Agreement and its internal metrics identified in the 5-Year Framework.

As a general comment, Q1 tends to be the slowest quarter for use of Contact North | Contact Nord’s services as the Spring/Summer academic semester is the slowest of the three semesters. Demand for services increases significantly in Q2 as we prepare for the fall return to class.

Notwithstanding this historical pattern, Contact North | Contact Nord is meeting and/or exceeding its targets as noted below. Where appropriate, mitigation strategies and comments are included.

Outcome/Performance Indicator	2019-2020 Target	Q1 Result	% of Target at 25% of Fiscal Year	Mitigation Strategies/Comments
Requests for Services	699,398	221,285	32%	No mitigation strategies required.
Course Registrations	58,400	11,427	20%	Data collection not complete for the period so the result will be higher and re-evaluated in Q2.  Directors, Recruitment & Partnerships responsible for recruitment activities in the regions providing an analysis of registrations to date and actions to be undertaken to reach the targets.
Communities Served	800	636	80%	No mitigation strategies required.



Outcome/Performance Indicator	2019-2020 Target	Q1 Result	% of Target at 25% of Fiscal Year	Mitigation Strategies/Comments
Ontario Works Office Engagement	25	170	680%	No mitigation strategies required.
Employment Ontario Office Engagement	25	188	752%	No mitigation strategies required.
Calls to IT Technical Hotline	9,817	1,228	13%	Calls to the IT Technical Hotline are re-active based on user issues. No mitigation strategies required.
Calls to Student Information Hotline	5,565	1,389	25%	On track to achieve target. No mitigation strategies required.
Up time on distance delivery platforms	95%	98.9%	104%	No mitigation strategies required.
Targeted Recruitment Campaigns	60	8	13%	Directors, Recruitment & Partnerships ramping up Targeted Recruitment Campaigns for Fall and Winter semesters. Q1 is generally slower period for Targeted Recruitment Campaigns.
Users of Portals	216,786	59,307	27%	No mitigation strategies required.
Pageviews on Portals	674,398	191,179	28%	No mitigation strategies required.

## Section 4 – Q1 2019-2020 Financial Report

### Contact North | Contact Nord MTCU Funding Financial Report at June 30, 2019

	Budget	Year-to-Date Actuals	Projection to Year-End	Variance
<b>Revenue</b>				
Base Grant	\$ 9,751,469	\$ 2,242,000	\$ 9,751,469	\$ -
<b>Total Revenue</b>	<b>\$ 9,751,469</b>	<b>\$ 2,242,000</b>	<b>\$ 9,751,469</b>	<b>\$ -</b>
<b>Eligible Expenses</b>				
Recruitment & Student Services				
Regional Services and Online Learning Centres	\$ 3,972,360	854,137	\$ 3,972,360	\$ -
Promotion & Recruitment	793,932	162,168	793,932	-
Statistics Collection & Reporting	169,884	25,390	169,884	-
Student Information Hotline	189,393	35,734	189,393	-
Central Support Services	190,347	31,291	190,347	-
<b>Total Recruitment &amp; Student Services</b>	<b>\$ 5,315,916</b>	<b>\$ 1,108,720</b>	<b>\$ 5,315,916</b>	<b>\$ -</b>
Information Technology (IT) & Web Services				
IT & Web Services Department	\$ 1,761,813	\$ 536,836	\$ 1,761,813	\$ -
Telecommunications	209,115	102,554	209,115	-
Capital	300,000	27,497	300,000	-
<b>Total IT &amp; Web Services</b>	<b>\$ 2,270,928</b>	<b>\$ 666,887</b>	<b>\$ 2,270,928</b>	<b>\$ -</b>
Operations Support Services				
Regional Operations Centres	\$ 904,839	\$ 238,723	\$ 904,839	\$ -
e-Learning Support Services	98,928	29,048	98,928	-
CRM Data Integrity & Training	187,717	53,022	187,717	-
<b>Total Operations Support Services</b>	<b>\$ 1,191,484</b>	<b>\$ 320,793</b>	<b>\$ 1,191,484</b>	<b>\$ -</b>
Governance & Administration				
Financial Services	\$ 295,289	\$ 72,940	\$ 295,289	\$ -
Human Resources Services	325,221	96,063	325,221	-
Governance & CEO	352,631	86,870	352,631	-
<b>Total Governance &amp; Administration</b>	<b>\$ 973,141</b>	<b>\$ 255,873</b>	<b>\$ 973,141</b>	<b>\$ -</b>
<b>Total Eligible Expenses</b>	<b>\$ 9,751,469</b>	<b>\$ 2,352,273</b>	<b>\$ 9,751,469</b>	<b>\$ -</b>
<b>Surplus or (Shortfall)</b>	<b>\$ -</b>	<b>\$ (110,273)</b>	<b>\$ -</b>	<b>\$ -</b>
Interest Earned on TP Funds (only required at year end)				
Funds received on Disposal of Assets	\$ -	\$ -	\$ -	\$ -
<b>Total Due to Province</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>

## Appendix A – Requests for Services Snapshot

### Request for Services Snapshot - April 1, 2019 to June 30, 2019

Service	Description	Number of Requests	Source of Data
<b>Requests Responded to at Online Learning Centres and Operations Centres</b>			
Exam Invigilations	Number of exams invigilated at online learning centres and Operations Centres.	3,013	CN   CN CRM
Student Interactions	Number of student appointments recorded by Online Learning Recruitment Officers and Student Recruitment & Services Representatives in the CRM to provide information, present study options, provide orientations, provide referrals, follow-ups on information provided.	43,945	CN   CN CRM
Influencer Interactions	Number of influencer appointments recorded by Online Learning Recruitment Officers in the CRM such as presentations to groups of prospective students, information sessions with prospective referral partners, and networking events.	1,725	CN   CN CRM
Course Work Appointments	Number of appointments for students to use computers and Internet access at online learning centres to complete their coursework and use of web conferencing, videoconferencing and audioconferencing platforms to connect to their courses.	2,789	CN   CN CRM
Inquiries at Online Learning Centres	Number of telephone calls, e-mails, walk-ins and mail-ins received at the online learning centres requesting a service not recorded under one of the other categories in the CRM.	4,760	CN   CN CRM
	<b>Sub Total</b>	<b>56,232</b>	

<b>Requests Responded to Centrally</b>			
Student Information Hotline Inquiries	Number of inquiries (toll-free, e-mail, live chat, walk-in) to the Student Information Hotline.	1,389	Internal Tracking (represents 2,565 toll-free calls, 1,102 live chats, 1,320 e-mail, 29 walk-ins)
Online Booking Tool (OBT) Bookings for the Use of Web Conferencing, Videoconferencing and Audioconferencing Platforms and Requests for Changes to Bookings	The number of bookings for the use of CN   CN's 3 distance delivery platforms (web conferencing, videoconferencing and audioconferencing) by education and training providers and the number of changes to bookings processed.	2,615	CN   CN OBT
Technical Support Hotline	Number of support inquiries to the Technical Support Hotline.	1,228	Bell Canada Call Tracking
Targeted Recruitment Campaigns	Number of targeted recruitment campaigns undertaken by CN   CN to generate awareness of, and registrations in, specific online programs and courses for public colleges and universities. Campaigns executed by Online Learning Recruitment Officers in communities across Ontario for one month with detailed reports submitted to college or university partner.	8	Internal Tracking (represents 2 universities, 6 colleges)
Requests for Instructor Training	Number of requests received for web conferencing training for instructors at colleges, universities, Indigenous institutes, school boards, literacy and basic skills providers and other training providers.	73	Internal Tracking
	<b>Sub Total</b>	<b>5,313</b>	

<b>Requests Responded to via Portals</b>			
Pageviews 1	Number of unique views of pages on studyonline.ca/etudiezenligne.ca providing services to students and prospective students such as requesting information on programs or courses through a search in the database, information on services available at online learning centres/where they are located or information on support services from colleges and universities. Google Analytics provides a list of the cities and towns the users viewing the pages are located in and the number of users per city or town.	152,033	Google Analytics
Pageviews 2	Number of unique views to pages on e-channel.ca providing services to students and prospective students such as requesting information on programs or courses through a search, information on services available at online learning centres/where they are located or information on support services from literacy and basic skills providers. Google Analytics provides a list of the cities and towns the users viewing the pages are located in and the number of users per city or town.	7,707	Google Analytics
	<b>Sub Total</b>	159,740	
	<b>Total Requests for Services</b>	<b>221,285</b>	
	<b>% of Target of 699,398 at 25% of Fiscal Year</b>	<b>32%</b>	<b>+7%</b>

## Appendix B – List of Requests for Programs and Courses Not Currently Available (April 1, 2019 to June 30, 2019)

Name	Type	Delivery Mode	Full- or Part-Time	Sector	Language	Number of Requests
Autobody Repair	Program	Synchronous	Part-Time	College	English	1
Automotive Apprenticeship				College		2
BA Child Youth Worker	Program	Blended	N/A	University	English	1
Cosmetology	Course			NA		1
CPA	Program	Blended	N/A	Others	English	1
Critical Reasoning for Beginners (FREE) (Oxford)	Course		N/A	Others	English	1
Esthetics	Program			College		2
Graduate Diploma in Aging and Health	Program	Blended	Part-Time	University	French	1
Masters in Law	Program	Asynchronous	N/A	University	English	1
Math undergraduate degree	Program	Blended	N/A	University	English	1
Mental Health Worker for international students	Program	Asynchronous	N/A	College	English	1
Paralegal Program				College		1
Peer Support Worker	Program	Blended	N/A	College	English	1
Practical Nursing - fully online	Program		Full-Time	College		1
Raiser's Edge Training	Program	Asynchronous	N/A	Others	English	1
Registered Practice Nurse	Program	Asynchronous	N/A	College	English	1
Security Guard	Program	Blended	N/A	College	English	1
Social Work (non Indigenous)				University		10

## Appendix C – Ontario Works (OW) Office Snapshot

As part of its 2019-2020 Transfer Payment Agreement, Contact North | Contact Nord (CN|CN) engages Ontario Works (OW) Offices in every corner of the province to help their clients get the education and training they need to get a job.

### Five-Part Engagement Process

- 1) CN | CN local staff contacts local OW Office staff to start the engagement process.
- 2) CN | CN provides details on the free services available to OW clients from CN | CN.
- 3) OW Office refers its clients who need education and training to get a job to the local CN | CN online learning centre. Staff at the online learning centres provide the following five services:
  - Information about available online programs and courses
  - Assistance with the registration process for their program or course of choice
  - Free use of computer workstations and high-speed Internet access to complete their online courses
  - Free use of web conferencing and videoconferencing distance learning platforms to connect to, and participate in, their live online programs and courses
  - Supervision of written exams and tests
- 4) CN | CN records client registrations in online courses and supports the OW clients to successfully complete their education and training.
- 5) CN | CN reports, as may be required, to the local OW office on client completion or other metrics.

The two snapshots below provide the following information:

Column 1 – Total number of OW Offices

Column 2 – Number of Ontario Works Offices CN | CN currently engages

Column 3 – Number of OW Offices currently referring clients to CN | CN for assistance

Column 4 – Number of OW Offices with Clients who Registered in One or More Online Courses with CN | CN's Assistance

### Overall Totals / Percentages

1 Total OW Offices	2 OW Offices CN   CN Engages	3 OW Offices Referring Clients to CN   CN	4 OW Offices with Clients with Registrations based on Referral to CN   CN
223	170	101	87
	76%	45%	39%



**Distribution of First Nation and Non-First Nation Ontario Works Offices**

<b>1</b> OW Offices in Database	<b>2</b> OW Offices CN   CN Engages	<b>3</b> OW Offices Referring Clients to CN   CN	<b>4</b> OW Offices with Clients with Registrations based on Referral to CN   CN
<b>First Nation Ontario Work Offices</b>			
80	65	38	26
	81%	48%	23%
<b>Non-First Nations OW Offices</b>			
143	105	63	61
	73%	44%	42%

## Appendix D – List of Documents Provided to Higher Education Quality Council (HEQCO)

## CONTACT NORTH | CONTACT NORD BACKGROUND DOCUMENTS FOR HEQCO

As part of Contact North | Contact Nord's commitment to transparency, the following documents are available from its corporate website. Click the links to open.

### KEY FACTS AND OUTCOMES

- [Contact North | Contact Nord Key Facts and Outcomes – 2019](#)
- [Contact North | Contact Nord Key Infographic – July 2019](#)
- [100 Snapshots of Online Learners Using Contact North | Contact Nord's Services](#)
- [21 Success Stories of Aboriginal Learners Using Online Learning to Get Their Degrees, Diplomas, Certificates or Upgrade Their Skills](#)
- [List of 4282 local Organizations Contact North | Contact Nord Engages With](#)

### PLANNING AND OPERATIONS

- [Contact North | Contact Nord 2019-2020 Budget](#)
- [2019-2020 Business Plan and Funding Request](#)
- [Logic Model - Contact North | Contact Nord – 2019](#)
- [5-Year Framework 2019-2020 to 2023-2024](#)
- [Contact North | Contact Nord 2018-2019 Performance Report](#)

### 2019 CONTACT NORTH | CONTACT NORD CLIENT SATISFACTION SURVEY

- [Infographic](#)
- [Highlights of Client Satisfaction Survey](#)
- [Client Satisfaction Survey Report](#)

### CONTACT NORTH | CONTACT NORD: A CASE STUDY

- [Case Study](#)

### CORPORATE INFORMATION

- [Overview](#)
- [Board of Directors](#)
- [News](#)
- [External Presentations](#)
- [Careers](#)
- [Past Editions of Online Learning News](#)
- [studyonline.ca / etudiezenligne.ca](#) portal for students and prospective students

## REFLECTIONS OF CONTACT NORTH | CONTACT NORD THINKING ON KEY ISSUES

Contact North | Contact Nord actively contributes to showcasing the breakthrough innovations in online learning, research in online learning and ideas and insights about online learning:

- Leveraging Technology to Improve Access, Flexibility, Quality, Affordability and Success in Apprenticeship (working draft attached)
- Online Learning for High School Students (working draft attached)
- Collectively Building the Future of Digital Learning in Ontario (working draft attached)
- [An Apprenticeship Skills Agenda: Report and Recommendations by Maxim Jean-Louis](#)
- [185+ Pockets of Innovation in Online Learning](#)

### FURTHER INFORMATION

Maxim Jean-Louis  
President – Chief Executive Officer  
Contact North | Contact Nord  
705-525-7245  
[maxim@contactnorth.ca](mailto:maxim@contactnorth.ca)  
[www.contactnorth.ca](http://www.contactnorth.ca)

July 18, 2019

## Appendix E – Social Media Reports

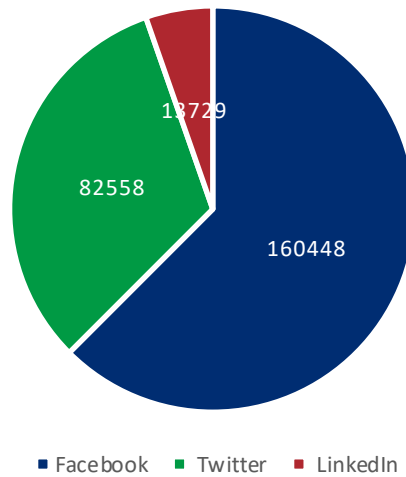
# Social Media Quarterly Report – Apr - Jun 2019

## Traffic Breakdown

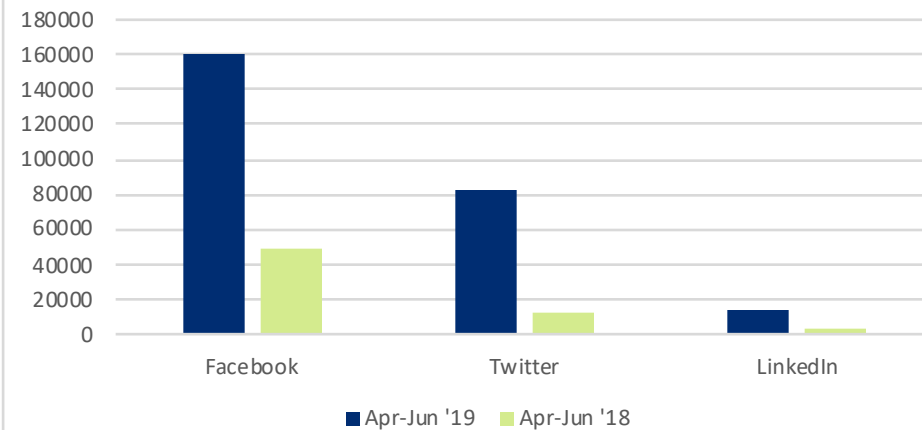
Channel	# of impress
Facebook	160448
Twitter	82558
LinkedIn	13729

QUARTERLY COMPARISON		
Media	Apr-Jun '19	Apr-Jun '18
Facebook	160448	48987
Twitter	82558	11834
LinkedIn	13729	2742

Impressions by social media platform



Quarterly traffic comparison

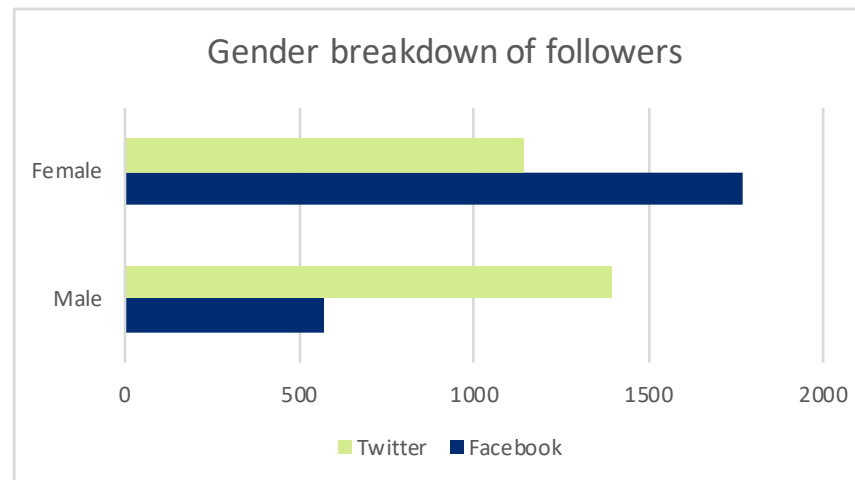
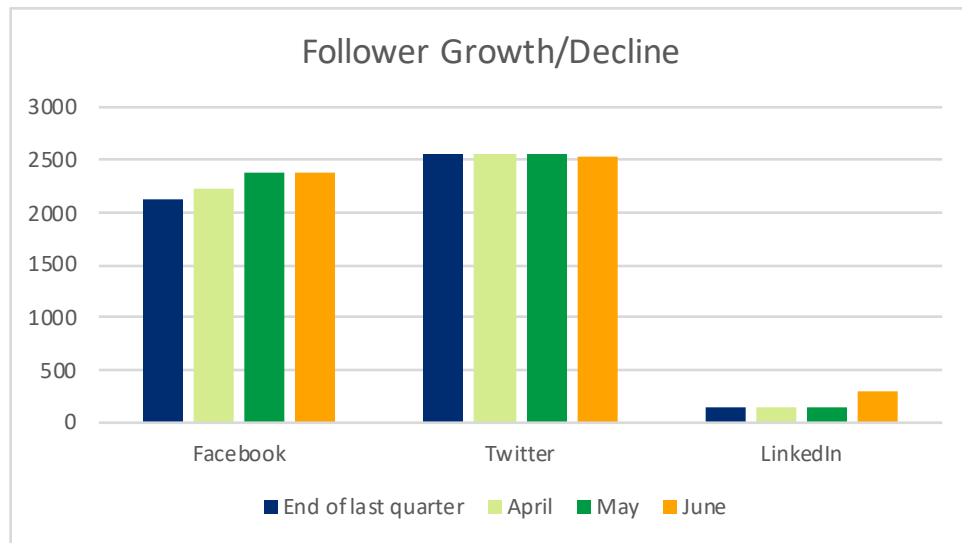


# ollower Growth

# Gender Breakdown

Channel	End of last quarter	April	May	June
Facebook	2134	2221	2386	2390
Twitter	2552	2553	2545	2538
LinkedIn	138	146	155	297

Channel	Male	Female
Facebook	573.6	1768.6
Twitter	1395.9	1142.1
LinkedIn	no info available	



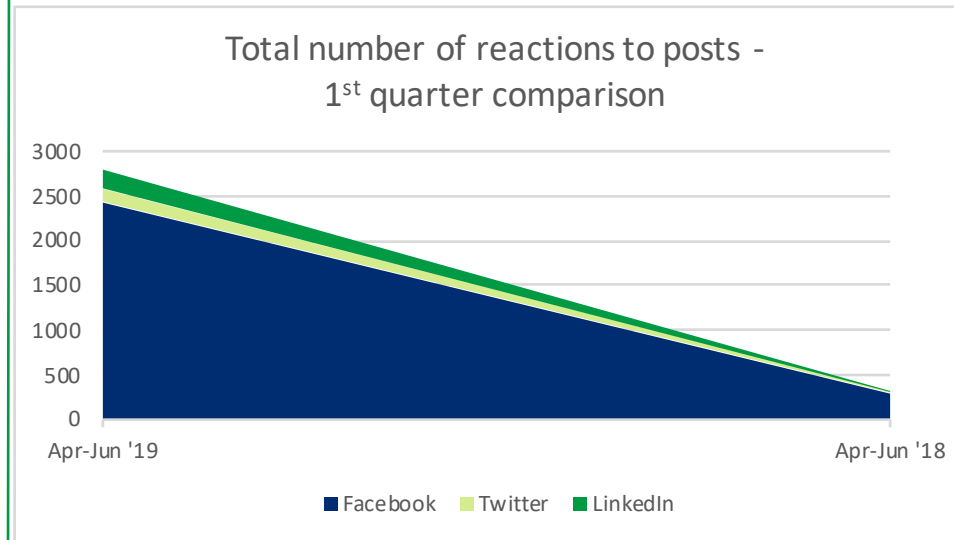
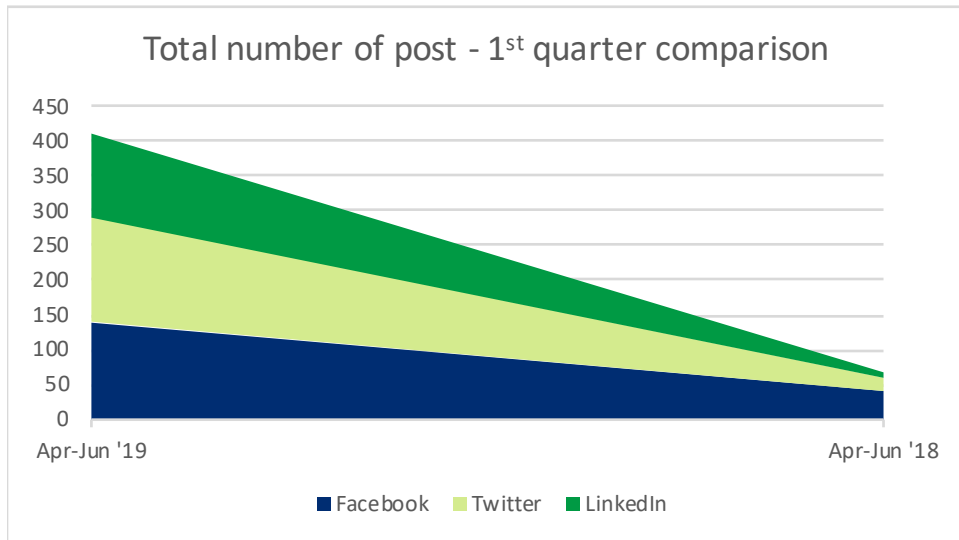
# Number of posts

# Engagement statistics

Channel	Apr-Jun '19	Apr-Jun '18
Facebook	139	41
Twitter	152	19
LinkedIn	119	8

## Likes/reactions

Channel	Apr-Jun '19	Apr-Jun '18
Facebook	2426	301
Twitter	152	9
LinkedIn	217	19





**Contact North | Contact Nord Follow-up Responses to Questions from Working Session with Ministry of Training, Colleges, and Universities, August 14, 2019, Ministry Offices to Review 2018-2019 Performance Report and Q1 2018-2019 Interim Report**

As a community-based organization, Contact North | Contact Nord helps underserved Ontarians in 600 small, rural, remote, Indigenous and Francophone communities get jobs by making it possible for them to access education and training without leaving their communities.

Item	Request	Contact North   Contact Nord Response
Schedule G for 2018-2019 Fiscal Year	Provide the 2018-2019 financial results in the template as provided in Schedule G of the 2019-2020 Transfer Payment Agreement	See Appendix 1 for “Contact North Schedule G 2018-2019 v2”.  As per the 2018-2019 Transfer Payment Agreement, interest income was used to offset expenses – therefore a claw-back of the \$20,458 in interest income results in a deficit of \$18,499 for 2018-2019, as noted in Schedule G 2018-2019 v2.
Efficacy of Google Adwords, Q1 2019-2020 Interim Report	Provide additional information to demonstrate the efficacy of Google Adwords	Google Adwords is used on <a href="http://studyonline.ca">studyonline.ca</a> / <a href="http://etudiezenligne.ca">etudiezenligne.ca</a> to drive traffic to the portal with three specific goals:  1) To encourage prospective students to contact an online learning centre or the Student Information Hotline to receive high touch support services.  2) To conduct a search of the program and course database to find programs and courses of interest (all search results include a call to action to contact a local online learning centre or the Student Information Hotline for assistance).  3) To promote the Targeted Recruitment Campaigns profiled at <a href="https://studyonline.ca/featured-programs">https://studyonline.ca/featured-programs</a> and <a href="https://etudiezenligne.ca/programmes-en-vedettes">https://etudiezenligne.ca/programmes-en-vedettes</a> .

Item	Request	Contact North   Contact Nord Response
		<p>In 2016, Contact North   Contact Nord (CN   CN) conducted a study to determine the impact of Google Adwords on inquiries to the Student Information Hotline and pageviews on the portals .</p> <p>We compared the number of inquiries and pageviews during the period June 1 – July 31, 2015 with <u>no active</u> Google Adwords to the period June 1, 2016 to July 31, 2016 with <u>active</u> Google Adwords.</p> <p>The results:</p> <ol style="list-style-type: none"> <li>1) A 39% increase in inquiries to the Student Information Hotline from 2015 to 2016.</li> <li>2) A 26% increase in pageviews on studyonline.ca / etudiezenligne.ca from 2015 to 2016.</li> </ol> <p>See Appendix 2 for details.</p> <p>The fiscal year data on inquiries and pageviews validates the continued use of Google Adwords. See Appendix 1 for details.</p>
<p>Recruitment Strategy on page 5 of 2018-2019 Performance Report</p>	<p>Describe the Recruitment Strategy. What is working? What is not working?</p>	<p>As a community-based organization, Contact North   Contact Nord’s recruitment strategy is primarily (but not exclusively) a two-prong, “relationship networking process”:</p> <ol style="list-style-type: none"> <li>1) Building and leveraging relationships with local partners and with students/prospective students as opposed to advertising based.</li> <li>2) Focused on generating, expanding and nurturing ongoing sources of referrals from community organizations, including local Ontario Works offices, local Employment Ontario offices, local employment and training organizations, public libraries and other community-based organizations.</li> </ol>

Item	Request	Contact North   Contact Nord Response
		<p>There are five components to the strategy:</p> <ol style="list-style-type: none"> <li>1) Establishing local relationships and referral sources.</li> <li>2) Executing Targeted Recruitment Campaigns (see description below).</li> <li>3) Making presentations / attending community-based events (Federation of Northern Ontario Municipalities (FONOM) annual conference, Rural Ontario Municipal Association (ROMA) annual conference, local fairs, local tradeshow, local business events) to identify and enlist them as referral sources.</li> <li>4) Implementing social media marketing via Facebook, Twitter, YouTube and LinkedIn.</li> <li>5) Executing limited local advertising, including Google Adwords.</li> </ol> <p>From a critical analysis perspective, all five components are delivering results, with greater emphasis possible on social media marketing, based on an evaluation of the effectiveness.</p> <p><u>Province-wide Targeted Recruitment Campaigns</u></p> <p>In 2015, CN   CN launched the concept of a province-wide Targeted Recruitment Campaign (TRC) to deliver focused promotional support to its college and university partners to generate registrations in specific online programs and courses across Ontario through outreach from our 116 online learning centres to 600 small, remote, rural, Indigenous and Francophone communities.</p> <p>Each of CN   CN's six Directors, Recruitment &amp; Partnerships (covering one of the following six CN   CN regions - Northeast, North Central, Northwest, South Central, Southeast, Southwest) works with their college and university partners to identify online programs and course</p>

Item	Request	Contact North   Contact Nord Response
		<p>the partner wishes to promote and then organizes a province-wide campaign.</p> <p>Prior to the launch of each province-wide Targeted Recruitment Campaign:</p> <ol style="list-style-type: none"> <li>1) Directors, Recruitment &amp; Partnerships work with each college or university to identify the online program or course they wish to promote.</li> <li>2) CN   CN produces customized promotional materials, identifies specific strategies to market the program or course, and organizes a web conference session with our team of 37 Online Learning Recruitment Officers (OLROs) and representatives of the college or university to prepare for the launch of the campaign.</li> <li>3) OLROs actively recruit students for the programs and courses during the campaign period (1 month).</li> <li>4) CN   CN promotes all Targeted Recruitment Campaigns in a special section called “Featured Online Degrees, Diplomas and Certificates” on its <a href="http://studyonline.ca">studyonline.ca</a> / <a href="http://etudiezenligne.ca">etudiezenligne.ca</a> portal for students and prospective students.</li> <li>5) CN   CN provides a detailed report upon completion of the campaign (See Appendix 3 for 11 recent reports on Targeted Recruitment Campaigns completed).</li> </ol> <p>In 2018-2019, CN   CN executed 28 province-wide Targeted Recruitment Campaigns. See list of campaigns starting on page 11 of the 2018-2019 Performance Report.</p>
Recruitment Training for Staff on Page 6	Describe the Training. What is the impact?	The training for local staff (Online Learning Recruitment Officers and Student Recruitment and Services Representatives) focuses on the five components of our community-based recruitment strategy:

Item	Request	Contact North   Contact Nord Response
of 2018-2019 Performance Report		<ol style="list-style-type: none"> <li>1) How to establish, nurture and leverage local relationships and referral sources.</li> <li>2) How to execute province-wide Targeted Recruitment Campaigns.</li> <li>3) Strategies for making presentations / attending community-based events such as the Federation of Northern Ontario Municipalities (FONOM) annual conference, Rural Ontario Municipal Association (ROMA) annual conference, local fairs, local tradeshow, local business events.</li> <li>4) Strategies for local use of social media marketing.</li> <li>5) Identifying opportunities to generate “ earned media” and also for local advertising, within a set budget.</li> </ol> <p>Staff also receive extensive training on the use of our Customer Relationship Management (CRM) tool to ensure they are systematically tracking clients they support, regularly following-up to support the students, and punctually recording all requests for services.</p> <p>The training program has a positive impact on staff, ensuring they have the skills necessary to deliver our commitment, as a community-based organization, to help underserved Ontarians in 600 small, rural, remote, Indigenous and Francophone communities get jobs by making it possible for them to access education and training without leaving their communities.</p> <p>Revisions are made to our training programs as required.</p>
CN   CN Web Strategy, page 20 of 2018-2019 Performance Report	What is the web strategy?	<p>CN   CN’s web strategy has three components:</p> <ol style="list-style-type: none"> <li>1) Maintain the <a href="http://studyonline.ca">studyonline.ca</a> / <a href="http://etudiezenligne.ca">etudiezenligne.ca</a> portal for students and prospective students to provide information and critically, to drive students and prospective students to contact</li> </ol>

Item	Request	Contact North   Contact Nord Response
		<p>an online learning centre or the Student Information Hotline for high-touch, local support services by trained front end staff.</p> <p>2) Maintain the <a href="http://e-channel.ca">e-channel.ca</a> portal for students and prospective students to provide information and critically, to drive students and prospective students to contact an online learning centre or the Student Information Hotline for high-touch, local support services.</p> <p>3) Maintain our corporate website (<a href="http://contactnorth.ca">contactnorth.ca</a> / <a href="http://contactnord.ca">contactnord.ca</a>) to provide a gateway to all of our services, including a link to the web conferencing platform for students to access their classes, and provide information to the general public and local partners, as part of our open and transparent approach as a publicly-funded organization.</p>
Status of Online Learning Centres and Access Points	Identify the process to determine the status of an Online Learning Centre and an Access Point	<p>CN   CN uses a four-point status system for its online learning centres:</p> <ol style="list-style-type: none"> <li>1. (F) – online learning centre with full-time staff and open 5 days per week.</li> <li>2. (P) – online learning centre with part-time staff and open less than 5 days per week for scheduled activity.</li> <li>3. (P – NCA) – online learning centre with no current scheduled activity and part-time staff available on an “as needed basis” to respond to requests for services and use of the online learning centre.</li> <li>4. (P – TC) – online learning centre temporarily closed due to loss of rent-free space in the community or at least two academic semesters with no scheduled activity and part-time staff available on an “as needed basis” to respond to requests for services and use of the online learning centre.</li> </ol>

Item	Request	Contact North   Contact Nord Response
		<p>All part-time staff are available on an “as needed basis” (i.e. there is no guarantee of hours unless there is a request for service or scheduled activity) and are paid minimum wage. Approximately 67% of CN   CN’s staff complement is part-time staff (currently 151 staff members with 74 full-time staff members).</p> <p>The availability of the part-time staff allows CN   CN to quickly to quickly respond to a request for service in the community (aligned to our focus as a community-based organization) and change the status of an online learning centre appropriately.</p> <p>Access Points are either open or closed based on the availability of one of CN   CN’s services.</p> <p>The listing of Online Learning Centres and Access Points is reviewed and updated monthly as required.</p>

## Appendix 1

### SCHEDULE "G" FINANCIAL REPORTING TEMPLATE (REVISED)

<b>2018-2019</b>				
	<b>Budget</b>	<b>Year-to-Date Actuals</b>	<b>Projection to Year-End</b>	<b>Variance</b>
<b>Revenue</b>				
<b>TP Funding from the Province</b>	9,751,469	9,751,469	9,751,469	0
<b>Eligible Expenses:</b>				
Recruitment & Student Services	4,835,824	4,880,262	4,880,262	44,438
Information Technology & Web Services	2,236,458	2,353,805	2,353,805	117,347
Operations Centres Supporting Online Learning Centres	1,183,760	1,039,901	1,039,901	(143,859)
Communications & Administration	1,630,427	1,620,278	1,620,278	(10,149)
Cost Recovery	(135,000)	(124,278)	(124,278)	10,722
<b>Total Eligible Expenses</b>	9,751,469	9,769,968	9,769,968	18,499
<b>Shortfall</b>	0	(18,499)	(18,499)	
<b>Interest Earned on TP Funds</b> <i>[Only required at year-end]</i>	0	20,458	20,458	
<b>Funds Received on Disposal of Assets</b>		0	0	
<b>Total Due to Province* (if applicable)</b>	-	1,959	1,959	

\*In accordance with the 2018-19 TPA Agreement, cost recovery revenue and interest income is used to offset expenses. Claw-back by the Province of the \$20,458 in interest income for 2018-19 results in a deficit of \$18,499.



## Appendix 2

### Results of Study of Efficacy of Google Adwords

Student Information Hotline					
Period	Toll Free	Chat	E-mail	Walk-in	Total
June - July 2015	300	54	55	0	409
June - July 2016	301	140	125	3	569
Actual Change	+1	+86	+70	+3	+160
% Change	0%	+159%	+127%	#DIV/0!	+39%

Period	Users	Sessions	Pageviews
June - July 2015	10,215	13,370	59,214
June - July 2016	18,635	22,739	72,093
Actual Change	+8,420	+9,369	+12,879
% Change	+82%	+70%	+22%

Fiscal Year Comparisons (April 1 to March 31)

	2016-2017	2017-2018	Actual Change	% Change	2018-2019	Actual Change	% Change
Inquiries to the Student Information Hotline	3,716	4,988	1,272	34%	5,016	28	1%
Pageviews on studyonline.ca / etudiezenligne.ca	499,884	620,582	120,698	24%	757,075	136,493	22%

## Targeted Recruitment Initiative for Collège Boréal:

### **Intervention correctionnelle avancée pour populations complexes**

November 2018



**COLLÈGE BORÉAL**  
éducation • innovation • recherche

## Goals:

- Introduce Collège Boréal's post-diploma program, Intervention correctionnelle avancée pour populations complexes, as a study option to potential and existing students.
- To generate, where possible, immediate registrations in the program from throughout the province.
- Plant the seeds for future registrations and promote the program.
- To bring awareness to Collège Boréal's online education options.
- Provide a one-month 'snapshot' of the reception and feedback to the program from across the province.

## Summary of Contact North | Contact Nord activity:

- Participation by staff at online learning centres (OLCs) in the following territories:
  - o Attawapiskat, Bracebridge, Cochrane, Dryden, Huron, Georgina, Temiskaming, Hearst, Greenstone, Madoc, Marathon, M'Chigeeng (Manitoulin Island), Mid-North (Elliot Lake, Espanola), Grand River, North Bay, Northumberland, Parry Sound, Central Algoma (Sault St. Marie, Thessalon), Shelburne, Timmins, St. Catharines, St. Thomas, Stratford, Wallaceburg, Windsor.
- Each Online Learning Recruitment Officer conducted research with their teams for potential recruitment streams within their territories, based on the target markets.
- Additionally, each centre shared the information broadly with existing students and local organizations in the community to create more awareness of the programs.
- Social media (Facebook) was utilized at both the online learning centre and corporate levels.
- Flyers/information for the programs were shared via e-mail, phone, face-to-face meetings and presentations to:
  - o Employment contacts
  - o Ontario Works contacts
  - o Correctional facilities
  - o Counselling & addictions services
  - o Community agencies working with complex populations
  - o Others (includes general client list, word-of-mouth sharing, organizations who may employ potential candidates, people met at networking events, etc.)
- Hard copies of flyers were available at all centres and distributed locally.
- Online Learning Recruitment Officers presented these programs to all interested clients, as a study option for the potential student to review.
- Data from Google Analytics was retrieved with regard to the program page on our website, [studyonline.ca](http://studyonline.ca).

## General Results

Note: Teams had until December 10, 2018, to submit data for the following:

	Totals
<b>Targeted Recruitment Initiatives:</b>	
e-Mails	6377
Drop-offs	179
Face-to-face meetings/presentations	34
Follow-ups	16
<b>Social media (Facebook):</b>	
Posts	34
Likes	151
Shares	28
Reach	5544
<b>Google Analytics from studyonline.ca:</b>	
Unique page views	13
Time (minutes) spent reviewing content	6.9
<b>REGISTRATIONS GENERATED:</b>	
Confirmed registrations	1
Potential registrations	8

## Analysis of numbers

- We had one (1) confirmed registration during the period of the initiative (November 2018) from the Cochrane territory. This is not unusual, as a month is a short period of time for someone to learn about a program and register in it. We will continue to follow up with those who expressed interest in the program.
- We can anticipate another eight (8) potential registrations for upcoming intakes. This is a strong number, especially for a post-diploma program so pointedly focused on one specific clientele.
- It should be noted that the potential registrations were reported from the following areas: Cochrane, Hearst, M'Chigeeng (Manitoulin Island), Mid-North (Elliot Lake, Espanola).

## Comments/feedback received

Online Learning Recruitment Officers have the opportunity to share any comments they have or received during the duration of the initiative. Comments are not mandatory, but are encouraged. Comments are 'copied and pasted' as shared, and the location of the Online Learning Recruitment Officer is in brackets after the comment, to allow for a better idea of the provincial reception of the program.

- The program assistant with the local Diversity and Immigration Partnership Council for the Durham region forwarded the details to the Conseil des Organismes Francophones de la Région de Durham (COFRD) for circulation among the Francophone community. (Northumberland)

- Shared with the bilingual employment specialist who assists many military personnel and families looking for work. (Shelburne)
- Reply received from the probation & parole officer, Ministry of Community Safety and Correctional Services: “Thanks Hassnaa (Online Learning Recruitment Officer) - these courses are very useful to my office. I will forward your e-mail.” (Windsor)
- There was interest at the Collège Boréal satellite office in Barrie... They didn't know that this program was being offered. (Georgina)
- French study options have never been overly popular in my territory. (Georgina)
- Well received at Gore Bay Medical Centre. Not a lot of French study opportunities available on the island. (M'Chigeeng)
- Not a large Francophone population in my territory. (Central Algoma)

### Next steps:

- Promotional materials will be uploaded to the Contact North | Contact Nord marketing section of the intranet for ongoing use Contact North | Contact Nord staff.
- Online Learning Recruitment Officers will continue to promote the program as a regular offering in interactions with clients in related fields, as well as look for opportunities to present it directly to larger pools of potential students.
- Continued work with Collège Boréal as one of our education partners to develop new Targeted Recruitment initiatives.
- Contact North | Contact Nord remains open to suggestions for ongoing promotion in support of Collège Boréal online programming.

It was our pleasure to collaborate with you on this Targeted Recruitment Initiative. We expect that the impact of this initiative will emerge over the coming months. Feel free to reach out to me to review the report and targeted recruitment outcomes.

It was a pleasure working with Collège Boréal.

Michelle Boileau  
 Director, Recruitment & Partnerships |  
 Directrice, Recrutement et partenariats  
[michelleb@contactnorth.ca](mailto:michelleb@contactnorth.ca)  
 T: 807-346-3418  
 C: 705-288-4349



# Make a difference IN YOUR COMMUNITY

Online learning with local support  
in your community



The Ontario Postgraduate Certificate in Advanced Correctional Intervention for Complex Populations provides graduates with the ability to work competently in complex situations and within institutional and community correctional settings. The integrated design of the program is founded in groundbreaking theory and research, applied learning for skills development, and a framework for interprofessional practice within today's correctional settings.

- This program is offered entirely through distance education with a series of online activities that are directly related to your field of study.
- This program is offered on a part-time basis.
- This program includes weekly class sessions, thus ensuring regular contact with teachers and classmates.
- Access to a technopedagogical coach who supports you throughout your course.

**COLLÈGE BORÉAL**  
éducation • innovation • recherche

For more information, please call your  
Contact North | Contact Nord Online  
Learning Recruitment Officer,

at  
or e-mail

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your skills online without leaving your community.**

**Student Information Hotline**  
**1-877-999-9149**



Facebook.com/ContactNorth

**studyonline.ca**

# Advanced Correctional Intervention

## FOR COMPLEX POPULATIONS



**COLLÈGE BORÉAL**  
éducation • innovation • recherche



## About the program

This Ontario Postgraduate Certificate will be offered in January 2019 on a part-time basis (2 courses per semester). All courses are 7 weeks long. These will be available online and will include weekly class sessions, thus ensuring regular contact with teachers and classmates.

\*Courses are offered in French only.

## Admission requirements

A minimum 2-year college or university degree or diploma, awarded by a recognized institution, with a specialization in one of the following areas: human sciences, health sciences, social sciences (eg.: psychology, sociology, criminology), justice, social justice, social work, or other fields related to health sciences, social or community services.

## PLAR information

Collège Boréal recognizes prior learning skills, knowledge or skills acquired in the workplace, formal and informal education, non-formal learning and other life experiences.

- Recognition of prior learning is possible through a personalized assessment of a student's profile.
- Students must also have a clean criminal record to apply to this program.

## Tuition

\$5,568.30

## Job opportunities

Graduates of the Advanced Correctional Intervention Program for Complex Populations can pursue employment in correctional institutions and community-based organizations working with complex populations.

## Program of studies

- Well-being and resilience in correctional settings
- Theory and practice in a contemporary correctional environment
- Youth Crime: A Developmental Social Perspective
- Inmates with mental health disorders
- Substance Abuse and Corrections
- Experience of women in prison
- Experience and overrepresentation of Aboriginal people in correctional settings
- LGBTQ+ Community

- Stages of development in complex populations in correctional settings
- Community Service Internship OR Applied Research Project

### Studyonline.ca program link

<https://studyonline.ca/program/intervention-correctionnelle-avancee-pour-populations-complexes>

### For more information

For more information, send an e-mail to [borealenligne@collegeboreal.ca](mailto:borealenligne@collegeboreal.ca)

Targeted Recruitment Initiative  
for Confederation College:  
**Early Childhood Education Certificate**

July 2018



## Goals:

- To engage immediate registrations where possible, and introduce this as a study option for interested potential students across Ontario.
- To plant the seeds for future registrations and promote the program and Confederation College to broad audiences across Ontario.

## Summary of Contact North | Contact Nord activity:

- Participation by the following territories engaged in marketing and recruiting for Confederation College's Early Childhood Education Program. Each territory has a 300 - 400 kilometre area around their home centre that they market and recruit to potential students and stakeholders, and includes the following territories:
  - Bracebridge, Cochrane, Dryden, Georgina, Grand River, Haileybury, Kenora, Kincardine, Longlac, Madoc, Marathon, M'Chigeeng, Mid North, North Bay, Northumberland, Orleans, Shelburne, St. Thomas, and Windsor, Ontario.
- Each centre conducted research for the targeted recruitment within their territories based on the target markets, as suggested from the information provided by Confederation College.
- Each territory promoted the program to the identified target audiences as well as shared the information broadly with existing students and local organizations in the communities within their territories to create more awareness for this program.
- Social media was utilized at the centre level and at the corporate level.

Social media reach
Centre pages
5934

## Contact North | Contact Nord web portal [studyonline.ca](http://studyonline.ca) analytics:

- 11 unique views of the page.
- Users spent an average of 54 seconds viewing the content.

## Total activity for Targeted Recruitment Initiative across the province:

Territories	e-Mails/ faxes	Drop-offs	Meetings	Confirmed registrations	Potential registrations
19	4399	216	20	2	33

The Targeted Recruitment Initiative summary was categorized into the key audiences included below:

<b>Target audience 1:</b>					
<ul style="list-style-type: none"> <li>• Employment agencies, Ontario Works, literacy programs               <ul style="list-style-type: none"> <li>• Community agencies/daycares</li> </ul> </li> <li>• First Nations communities and agencies,               <ul style="list-style-type: none"> <li>• Friendship Centres</li> <li>• High schools</li> </ul> </li> </ul>					
Territories 19	e-Mails/ faxes	Drop-offs	Meetings	Confirmed registrations	Potential registrations
<b>Total</b>	<b>1592</b>	<b>170</b>	<b>8</b>	<b>1</b>	<b>20</b>

### Key feedback from target audience 1

- “Local school board HR manager indicated she would have her staff keep the flyer on hand to let future applicants know about this online program.” (Bracebridge)
- “I was asked if Confederation College would be planning on rolling out the CDP/ECE apprenticeship online.” (Georgina)
- “Worked great to pair with Education Support, lots of interest.” (Kincardine)
- “This was a challenging program to promote because both Durham and Loyalist colleges offer a similar program. The majority of my ECE students are enrolled with Loyalist College so the brand awareness is there vs. with Confederation College.”(Northumberland)
- “Question on working full-time & placements - referred to Tammy Chiodo. Question on how to register. Permanent resident from Pakistan with a Masters in Education ready to start, just had questions on how to apply with her qualifications.”(St. Thomas)

<b>Target audience 2:</b>					
Recent students or graduates we have supported, as well as past students who may be working in the target demographic provided for the campaign					
Territories 19	e-Mails/ faxes	Drop-offs	Meetings	Confirmed registrations	Potential registrations
<b>Total</b>	<b>2807</b>	<b>46</b>	<b>12</b>	<b>1</b>	<b>13</b>

### Key feedback from target audience 2

- “Current on-site student was very weary when they saw that there was a placement component with Confederation College... the reason is that they tried to apply to the PSW program but got turned away when they were told that they could not complete their placement portion in Georgina.” (Georgina)
- “Possible registration. Liked that the program offered placements.” (Grand River)

- “Had 5 messages for additional information and 1 confirmation of registration on Facebook. Wanted confirmation that the program would be recognized by the College of ECEs in Ontario.” (Northumberland)

### Successes:

- There was good saturation (reach) across the province for the duration of the period we ran this targeted campaign, as noted in data provided.
- There were 2 confirmed registrations with clients interested in the program and 33 interested. It is expected that during the time of the promotion, those clients interested will continue to be supported by our staff, who will market this program.

### Next Steps

- This program has been added to our internal database for our staff and Student Information Hotline to access going forward, should they receive any requests for programming that aligns with this program.
- Contact North | Contact Nord Online Learning Recruitment Officers will continue to follow up with contacts with whom they shared the information and with those that expressed interest in the coming months. We expect this campaign will generate additional registrations as the follow-ups occur with potential students who confirmed interest and required more information.

Thank you for the opportunity to market and recruit for this program. This opportunity provided valuable information about your program to the stakeholders within each of the territories where we recruit.

Tina Reed  
Director, Recruitment & Partnerships  
Contact North | Contact Nord  
807-251-1028  
tina@contactnorth.ca



# Make a difference in EARLY CHILDHOOD EDUCATION

Online learning with local support  
in your community



## Early Childhood Education

Do you love children and want to work with them in a variety of settings? Are you someone who wants to make a difference?

A child's first years are extremely important for their development. This is the time when children learn the most, and when teachers can make the greatest difference in their lives. Confederation College's Early Childhood Education program is for you!

- Full-time program, offered synchronously (live online)
- Start date: Fall 2018
- Program includes three field placements so that you can learn in real-world environments
- Courses cover a wide range of ECE topics including play-based learning; effective interpersonal communication; child development; working with families; guidance; and health, safety, and wellness
- Course content follows the most current and relevant trends in professional practice



**Confederation**  
COLLEGE

For more information, call  
**First Name Last Name**,  
Online Learning Recruitment Officer,  
at 1-855-xxx-xxxx  
or e-mail [centrename@contactnorth.ca](mailto:centrename@contactnorth.ca)

**Get your degree, diploma or certificate or upgrade your skills online without leaving your community.**

**Student Information Hotline**  
**1-877-999-9149**



[Facebook.com/ContactNorth](https://www.facebook.com/ContactNorth)

**[studyonline.ca](http://studyonline.ca)**

# EARLY CHILDHOOD EDUCATION

## Ontario College Diploma





## About the program

A child's first years are extremely important for their development. This is the time when children learn the most, and when teachers can make the greatest difference in their lives. Are you someone who wants to make a difference?

Confederation College's Early Childhood Education program is designed to give students a broad education in the theory of Early Childhood Education, child development, early childhood curriculum, and pedagogy. You'll get the skills and knowledge you need to plan educational programs and play environments to nurture each child's development and learning, making a real difference in their lives.

The Early Childhood Education Diploma is a two-year program that is being offered in Fall 2018 and Fall 2019 through Distance Education and at all campuses of Confederation College.

## Learning outcomes

Course content follows the most current and relevant trends in professional practice.

Courses cover a wide range of ECE topics, including play-based learning, effective interpersonal communication, child development, working with families, guidance, health, safety, and wellness.

## Method of delivery

Saba Centra delivery, synchronous (online live), full-time.

## Admission requirements

- Ontario Secondary School Diploma (or equivalent) with courses from the College (C), University (U), University/College (U/C), or Open (O) preparation levels with Grade 12 English (C/U) Level.
- **Or** successful completion of the Mature Student Assessment.
- **Or** successful completion of the General Education Development Test (GED).
- **Or** appropriate credits from the Academic and Career Entrance program (ACE)

## Placement requirements:

1. Immunization and communicable diseases form
2. Up-to-date immunization, including TB skin test
3. Standard First Aid, Infant/Child CPR Certificate - Level C
4. A recent Criminal Records Check must be provided to the Program Coordinator at program registration and at the beginning of each academic year. All costs associated with police checks, testing and proof of certification are the responsibility of the applicant. The check is used by employers in this field as a screening requirement of field placement and employment. A criminal record may prevent agencies from providing you with a field placement experience, thus blocking your ability to complete program requirements. Outstanding charges, recent convictions and person-related crimes are of particular concern.

## Prior learning assessment

<http://www.confederationcollege.ca/recognized-prior-learning/prior-learning-assessment-recognition-plar>

## Tuition fees

2018/2019 tuition fees and mandatory fees: \$3,895 per academic year for Distance Education or Regional Campus students.

## Job opportunities

Graduates of the Early Childhood Education program work in a variety of settings, including infant, toddler and preschool (including child care and nursery school) programs; before-and after-school programs, kindergarten programs and primary grade classrooms; special education and intervention programs; Ontario Early Years Centres; Head Start programs, family supports; home child care programs; parent/child/ caregiver drop-in programs; paediatric playrooms; and health care settings.

## Placement opportunities

Program includes three field placements so that you can learn in real-world environments. The placements are in semesters 2, 3 and 4. The placements are with children of different age groups, allowing students to gain experience with a variety of situations and settings.

## Program of studies

### First Semester

- ED 127 Health Safety and Wellness
- ED 131 Guidance I
- GE General Elective
- ED 135 Intro to ECE/Play-Based Learn
- CS 007 Persuasive Writing
- ED 142 Effective Interpersonal Communication

### Second Semester

- CS 223 Communications for Community Services
- ED 234 Field Placement I
- ED 236 Field Placement Seminar
- ED 235 Play-Based Practices I
- ED 228 Child Development I
- ED 229 Working with Families
- ED 225 School Age Programs
- ED 227 Infant & Toddler Care
- GE General Elective

### Third Semester

- ED 343 Guidance II
- ED 347 Field Placement II
- ED 349 Field Placement Seminar II
- ED 328 Child Development II
- ED 335 Play-Based Practices II
- ED 330 Building FDK Partnerships

#### Fourth Semester

- ED 452 Field Placement III
- ED 456 Inclusive Practice
- ED 431 Professional Practice
- ED 435 Play Interventions
- ED 436 Family & Community Partnership
- ED 438 Advanced Interpersonal Communication

#### Additional information

Confederation College  
Distance Education  
1450 Nakina Drive  
Thunder Bay, Ontario P7C 4W1  
Phone: 807-473-3846  
Fax: 807-473-3702  
e-Mail: [de@confederationc.on.ca](mailto:de@confederationc.on.ca)

#### Studyonline.ca link

<https://studyonline.ca/program/early-childhood-education-ece>

Targeted Recruitment Initiative for  
Durham College:  
**Cannabis Industry Specialization  
Program**

June 2019



## Goals:

- Introduce Durham College's Cannabis Industry Specialization Program as a potential study option.
- To engage, where possible, immediate registrations in the program.
- To plant the seeds for future registrations and to promote to the program.
- To bring awareness to Durham College's Continuing Education across the province.

## Summary of Contact North | Contact Nord activity:

Participation by the following territories [23]:

- Huron Bluewater, Elgin Middlesex, Chatham Kent Lambton, Oxford Waterloo, Muskoka Haliburton, Northumberland Durham, Upper Canada, Hastings Limestone, Ottawa Carleton, Temiskaming, Hearst District, Timmins, Greenstone, Lake of the Woods, Superior East, Grand River, South Simcoe-York, Grey Bruce, Dufferin Wellington Simcoe, and Niagara Region.

Note: Some territories were not able to participate as they are currently hiring.

- Each territory conducted research for the targeted recruitment initiative based on the target markets as suggested from the interview and information provided
- Each territory promoted to the identified target audience as well as sharing the information broadly with existing students and local organizations in the community to create more awareness for this program
- Social media was utilized at the centre level and at the corporate level

Social Media Reach	
Centre pages	Corporate page
9603	277 - with 64 visits to Studyonline.ca in February

## Social media reach - Corporate sites:

### Twitter

#### Tweet activity




**Contact North** @ContactNorth  
Get ready for a career in the cannabis industry. Part-time program gives insights into the complexities of this evolving sector. 5 courses & 1 capstone project.  
<http://ow.ly/YMGr50u23SZ>  
[#cannabis](#)  
[#marijuanaindustry](#)  
[#onlinelearning](#)  
[@durhamcollege](#) pic.twitter.com/gX85yppJfK

Impressions	356
Media views	13
Total engagements	1
Media engagements	1

## Facebook

**Contact North / Contact Nord**  
Published by Hootsuite [?] · 7 May · 🌐

Get ready for a career in the cannabis industry. Part-time program gives insights into the complexities of this evolving sector. 5 courses & 1 capstone project.  
<http://ow.ly/ucqn50u23Vd>  
#cannabis... See more



00:35

**Performance for your post**

**242** People Reached

**60** 3-second video views

**1** Likes, Comments & Shares 📊

0 Likes	0 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

**5** Post Clicks

2 Clicks to Play 📊	1 Link clicks 📊	2 Other Clicks 📊
--------------------	-----------------	------------------

**NEGATIVE FEEDBACK**

0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page


Reported stats may be delayed from what appears on posts

**242**  
People reached

**6**  
Engagements

[Boost again](#)

## LinkedIn



**Contact North | Contact Nord**  
310 followers  
2mo

Get ready for a career in the cannabis industry. Part-time program gives insights into the complexities of this evolving sector. 5 courses & 1 capstone project.  
[...see more](#)



👁️ 1

👍 Like    💬 Comment

Be the first to comment on this

Video views: 62 Total [Hide stats](#) ^

### Video views ⓘ

Targeted to: All followers

**62**

Total

### Organic stats ⓘ

158 Impressions	1 Reaction	0% Click-through rate	0 Comments
3 Shares	0 Clicks	2.53% Engagement rate	

## Total activity for Targeted Recruitment Initiative across the province:

Territories 20	e-Mails/ Faxes	Information drop-offs	Meetings	Registrations confirmed	Registrations potential
Total	7165	393	77	1	37

The Targeted Recruitment Initiative Summary was categorized into 2 key audiences:

Target Audience 1:					
If you can find out - provide a list from your territory, of industry, positions and where you engaged candidates interested in moving into the cannabis field - (Market Research)					
Territories 20	e-Mails/ Faxes	Information drop-offs	Meetings	Registrations confirmed	Registrations potential
Total	589	175	32	1	15

### Key feedback:

- ✓ Some laboratory technicians in the health sciences have been approached by cannabis companies, and some headhunted for their own labs, so I had some interest there, but not an idea of a clear path for them... [Huron Bluewater](#)
- ✓ Indiva, Weed MD, JC Green, Tilray, LCS Corp, JLondon, Hippy Sanctuary, London compassion Society - mainly directed at the HR department, but some job titles in the area include processing supervisor, cannabis sales associate, client care specialist, social media specialist, production lead hand, quality assurance assistant, documentation and labelling coordinator, sanitation technician... [Elgin Middlesex](#)
- ✓ MuskokaGrown wants to setup a meeting to discuss, but we have not finalized a date yet. Waiting on the producer... [Muskoka Haliburton](#)
- ✓ Contacted by honey farmer located in Clarington looking for this training because has been approached by industry reps looking to purchase his farm to start their own cannabis industry. Is reviewing material before deciding whether to enroll... [Northumberland Durham](#)
- ✓ Five inquiries via Facebook notification asking for more details... [Northumberland Durham](#)
- ✓ Promoted this program at the Geraldton Trade Show. Had flyers out and a lot of interest, but no registrations yet... [Greenstone](#)
- ✓ Dropped off at two stores we have locally that specialize in this field... [Lake of the Woods North](#)
- ✓ Six Nations community member expressed he has been approached by his landlord who is opening a dispensary. "I think this would be perfect for me as I want to be manager of a dispensary"... [Grand River](#)
- ✓ Received the highest level of engagement from client presentations at Ontario Works and ODSP (Barrie). High level of interest at the YMCA Youth Quest locations (Barrie and Innisfil). Employment counsellors within York Region did not seem to engage as positively with the program... [South Simcoe-York Region](#)

- ✓ Highest interest level was in Tiverton/Port Elgin at library and with the general public, due to the fact 7 Acres is located there. In other areas, it is still very taboo. Many would delete from their Facebook page/post.... [Grey Bruce](#)
- ✓ “WOW, you can take this online!”... [Niagara Region](#)

Target Audience 2:					
Current students/graduates/contacts					
Territories 20	e-Mails/ Faxes	Information drop-offs	Meetings	Registrations confirmed	Registrations potential
Total	6576	218	45	0	22

### Key feedback:

- ✓ Tons of interest in the field in this region, with 7 Acres and a bunch of other operations opening. The Centre for Employment & Learning especially is pushing it out to their job-hunting groups... [Huron Bluewater](#)
- ✓ Surprisingly not a lot of interest, only by 2 employment counsellors in Aylmer and Strathroy. I thought London would be more interested, but I’m not going to stop promoting this program. Found another company to reach out to after the campaign was over, so will drop in to see them. A job developer in Strathroy is working with Weed MD, and she said she’d pass it along... [Elgin Middlesex](#)
- ✓ WSIB: “Sounds like a great program”. Chatham Kent Library: “Great program, very relevant to the area....[Chatham Kent Lambton](#)
- ✓ Trent Hills Chamber of Commerce agreed to post notice of program on Facebook page. Employment Planning & Counselling in Peterborough posted on Instagram and Facebook pages...[Northumberland Durham](#)
- ✓ A total of 9 interested, so far but no registrations yet... [Upper Canada](#)
- ✓ I have a contact that is holding a cannabis summit with their organization for youths aged 17-21 in Toronto. She requested swag material to put on their resource table. She also confirmed she reached out to Durham College to see if someone from the program could be a guest speaker... [Hastings Limestone](#)
- ✓ Local grower sent one of his employees and will be paying for her course at a later time... [Hearst District](#)
- ✓ This one was tough for my area. I did not promote in many communities since they are dry communities and even though cannabis is legal, I didn’t feel it was proper to advertise it without knowing where the communities stand, what the regulations [regarding] use are, etc... [Lake of the Woods](#)
- ✓ Local employment counsellors find it a valuable prospect as we have several new facilities being built, and some are currently operating within the area. Most of my engagement came from the Facebook posting... [Dufferin Wellington Simcoe](#)



**Next steps:**

- Upload these marketing materials to our intranet.
- Have the Online Learning Recruitment Officers continue to present the program as a study option to potential students.
- We are open to any additional ideas you may have to continue to support this program. We can assist, where possible, in providing you with contacts for placement in communities throughout the province.

Thank you for all your collaboration on this Targeted Recruitment and for the opportunity to assist you with recruitment.

Trish Trenter  
Director, Recruitment & Partnerships  
Contact North | Contact Nord  
T: 1-855-888-0828  
C: 519-531-0054  
trish@contactnorth.ca

# Get ready for a career in the CANNABIS INDUSTRY



The extraordinary expansion of Canada's cannabis industry is generating a broad range of exciting new business and employment opportunities.

Get crucial insights into the complexities of this rapidly evolving sector with **Durham College's Cannabis Industry Specialization program.**

- Part-time studies program.
- Developed in collaboration with GrowWise Health Limited and other industry partners.
- **Courses offered are in-class (or via live interactive online simulcast), and online.**
- 5 courses and one Capstone Project: 4 are taken over 2 days on weekends, others are done on your schedule.
- Employers are looking for people with a good understanding of the industry – this program will help you be prepared!



SCHOOL OF  
CONTINUING EDUCATION

For more information, please contact your Contact North | Contact Nord Online Learning Recruitment Officer, **FirstName LastName**, at **1-855-###-####** or e-mail **centrelocation@contactnorth.ca**.

**Get your degree, diploma or certificate or upgrade your skills online without leaving your community.**

**Student Information Hotline: 1-877-999-9149**



**studyonline.ca**

# Cannabis Industry SPECIALIZATION PROGRAM



## About the program

The extraordinary expansion of Canada's cannabis industry is generating a broad range of exciting new business and employment opportunities. Durham College's Cannabis Industry Specialization program has been designed to provide participants with crucial insights into the complexities of this rapidly evolving sector.

This part-time studies program has been developed in collaboration with GrowWise Health Limited and many other industry partners. **Courses are available in-class or via live interactive online simulcast, while others will be available online.**

### Getting the jump on joining Canada's growing cannabis workforce

With Canada's rapidly expanding cannabis industry currently projected to grow to more than \$5 billion by 2020, business professionals are wise to take note of this booming sector.

Along with this expansion come exciting employment opportunities. While cultivation jobs often come to mind first when thinking about the nature of work in this sector, they actually represent only a piece of the picture. There is a strong demand for skilled professionals in the cannabis industry in areas such as Quality Assurance, Quality Control, Production, Horticulture, Sales, Marketing, Legal, Educators, Human Resources, and much more.

When Durham College (DC) spoke with established employers to learn more about what they need in employees, the resounding answer was core business skills and expertise plus a solid understanding of the cannabis industry. To meet this demand and help grow Canada's qualified cannabis workforce, DC's School of Continuing Education has taken the lead in developing and offering cannabis education courses.

With Canada already established as a global leader in medical cannabis and the second country in the world to legalize adult recreational use on a national level, DC is continuing to lead in preparing professionals interested in management and non-horticultural roles. With the Cannabis Industry Specialization program, it will only become easier for employers to recognize the right candidates for their jobs.

## Admission requirements

- 19+

## Program of studies

- Medical Cannabis Fundamentals for Business Professionals (prerequisite)
- Cannabis Law and Ethics
- Cannabis in the Adult Use Market
- Importing and Exporting Cannabis
- Cannabis Business Operations (online)
- Capstone - Cannabis (online)

## For more information

Steven Tanner, Manager, Cannabis Program Development  
School of Continuing Education, Durham College  
2000 Simcoe Street North, Oshawa, ON L1G 0C5  
Phone: 905-721-2000, ext.3855  
steven.tanner@durhamcollege.ca

## Studyonline.ca link

<https://studyonline.ca/program-detail?pid=44889&nav=1>

## Testimonials

“This is an excellent broad introduction to the medical cannabis industry. It is accessible, interesting and super useful for people in the industry.” - Robert Tyrie

“This class was packed full of useful information. The instructor is extremely bright and knowledgeable. I highly recommend this course.” - Angela Hobbs

## Course descriptions

### **Medical Cannabis Fundamentals for Business Professionals**

Students gain familiarity with the history and emerging trends relating to medical cannabis in Canada, establish an understanding of key industry terminology, examine various ethical and clinical concepts, gain a basic understanding of cannabis cultivation and quality controls, learn about insurance as it relates to the industry, acquire insights into customer/patient issues, and explore industry-related marketing and communication principles.

### **Cannabis Law and Ethics**

Students become familiar with the history and evolution (social and political) of Canadian cannabis legislation. In addition, students review legal terminology related to the Cannabis Act, develop insights into provincial laws and by-laws, examine the legality of intellectual property, trademarks, patents and Plant Breeder’s Rights, explore cannabis marketing and communication principles, and review the role of the Ontario Cannabis Retail Corporation. Along with this, participants discuss various legal cases and regulatory concepts relating to cannabis, including negligence and liability, protecting youth, deterring criminal activity and reducing the burden on the justice system. A range of ethical issues are examined, including those pertaining to cannabis in the workplace, illegal markets, use in pediatrics, commercial interests, research and development (clinical trials), and public health and safety.

### **Cannabis Adult Use Market**

Students learn the differences between the medical and adult-use/recreational cannabis markets. Concepts related to home growing, derivatives and proposed rules for edibles are discussed, including packaging requirements.

Adult-use/recreational products and services, cannabis market segmentation and product positioning, marketing, advertising, branding and promotions are also explored. As well, students look at the federal,

provincial/territorial distribution markets and responsibilities, including retail regulations, the OCS (Ontario Cannabis Store) and the AGCO (Alcohol and Gaming Commission of Ontario).

In addition, the course looks at cannabis as it is regulated in comparison to other drugs, the social impacts of adult-use cannabis, employment opportunities in the adult-use/recreational market and where the industry might be headed.

### **Importing and Exporting Cannabis**

Students learn about the evolution of international drug conventions and treaties and where, as a result of those agreements, the global regulations for medical cannabis come into action.

Cannabis legalization around the world is examined, along with actual Canadian import/export procedures and requirements. The course includes forecasts and analyses for the global market, international supply and demand, where Canada's international presence is right now, as well as strategies for cannabis license holders in the global market. The course also looks at how the import/export of hemp differs from cannabis.

### **Cannabis Business Operations**

Learners develop insights into how businesses within the Canadian cannabis industry operate, and how they address the challenges that are unique to the cannabis sector.

#### **1. Structure of the Industry**

With strict cannabis licensing requirements mandated by the Government of Canada, this micro-course examines the various types of businesses within the Canadian cannabis industry that are permitted under the Cannabis Act (Bill C-45).

Students also study the specialized characteristics of this industry from a structural perspective by exploring the different business types and the manner in which the industry is evolving, including the key roles within cannabis production, testing and retail organizations, along with their primary responsibilities and required security clearances.

#### **2. Facility Management**

This micro-course examines the day-to-day operations of licensed cannabis facilities, including looking at those activities at a departmental level. The challenges associated with production (such as the choice of growth medium, as well as effective and efficient provision of water, power/heat and light) are discussed, as are key elements associated with Good Production Practices (GPP).

The micro-course also includes a focus on cleaning and sanitation requirements, as well as the requirements of good documentation – both of which are of paramount importance at times of audits and government inspections.

#### **3. Cannabis Processing and Testing**

Cannabis production must take place within a framework of very rigorous processes and strict testing practices. In this micro-course, students review process flows for growing and processing cannabis – including cultivation, harvesting, processing, extraction and testing. Students also explore essential elements relating to quality control and quality assurance.

#### **4. Cannabis Tracking Systems**

Seed-to-sale tracking is essential in the cannabis industry. In this micro-course, students learn how tracking systems fulfil a variety of regulated tasks, including order processing, inventory, warehouse

and purchasing management, accounting, and tracking for regulatory compliance and taxation requirements. Tracking systems also play a central role in ensuring product traceability in the event of a product recall.

The key functions of the Cannabis Tracking and Licensing System (CTLS) are explored, as are the use of Laboratory Information Management Systems (LIMS) and potential new technologies to improve cannabis tracking.

## 5. Finance and Resource Management

The cannabis sector and its businesses are rapidly evolving on a day-by-day basis. In this micro-course, learners develop an understanding of key concepts in finance and resource management as they apply to the cannabis industry in Canada. Learners explore capitalization, valuation, resource and risk management.

Students gain additional insights into employment in the cannabis industry by looking at the value of transferrable skills from related sectors such as pharmaceuticals, and the food and health products industry, as well as more generalized skills in areas including project management, sales, marketing, etc.

### Cannabis Capstone

In the Cannabis Capstone project, the student leverages the accumulated knowledge they have developed from all of the other courses in this program, along with their own additional reading/research, to write a paper on one particular dimension of cannabis in Canada (topic to be chosen by the student and approved by the instructor). Students must have completed all other courses in this program before registering for the Capstone.

## Targeted Recruitment Initiative for Fleming College: **Children's Mental Health Certificate**

June 2018



## Fleming College

Continuing Education  
& Online Learning



## Goals:

- Introduce Fleming College Children’s Mental Health Certificate online program as a study option to potential and existing students.
- To generate, where possible, immediate registrations in the program.
- Plant the seeds for future registrations and promote the program.
- To bring awareness to Fleming College’s online education options.

## Summary of Contact North | Contact Nord activity:

- Participation by staff at online learning centres (OLCs) in the following territories:
  - Attawapiskat, Bracebridge, Cochrane, Cornwall, Georgina, Haileybury, Huron Bluewater, Kincardine, Madoc, Marathon, M’Chigeeng, Mid-North, North Bay, Northumberland, Orleans, Shelburne, South Porcupine, St. Catharines, St. Thomas, Sudbury and Windsor and our Student Information Hotline.
- Each territory conducted research for this Targeted Recruitment Initiative based on identified target markets.
- Each territory promoted to the identified target audience, as well as shared the information broadly with existing students, local organizations and community referral partners to create awareness of the program.
- Social media Facebook was utilized at the online learning centre and corporate levels.
- Google Analytics were used in relation to the studyonline.ca web site.

## Social Media Promotion

Facebook						
Posts	Likes	Shares	Reach	Inquiries	Post clicks	Photo views
37	96	37	10009	9	30	6

## Total activity related to our studyonline.ca portal:

Google Analytics from studyonline.ca			
Unique views of the program page	Minutes spent reviewing content	Unique downloads of the overview	Unique downloads of the flyer
60	Average 1:52	22	12

## Total Contact North | Contact Nord activity for the Targeted Recruitment Initiative across the province:

CN   CN territories	e-Mails/ Faxes	Information drop-offs	Meetings	Audio meetings	Follow-ups
22	4404	181	64	3	76

### Program registrations generated across the province:

Confirmed Registrations	Potential Registrations
5	52

### The following OLCs generated registrations for this program:

- The Marathon OLC generated 1 registration
- The Cobourg Northumberland OLC generated 2 registrations
- The Sudbury OLC generated 1 registrations

**The following OLCs reported potential registrations** (students who indicated that they will register for the program but whose registrations did not occur within the month of June 2018):

- Bracebridge OLC reported 4 potential registrations
- Cobourg Northumberland reported 6 potential registration
- Cochrane OLC reported 2 potential registration
- Cornwall OLC reported 3 potential registrations
- Georgina OLC reported 1 potential registrations
- Haileybury OLC reported 3 potential registrations
- Madoc OLC reported 2 potential registration
- Marathon reported 5 registrations
- M'Chigeeng reported 18 potential registration
- Mid North OLC reported 1 potential registrations
- Orleans reported 1 potential registration
- Shelburne OLC reported 2 potential registrations
- South Porcupine reported 1 potential registration
- St. Thomas reported 1 potential registration
- Sudbury reported 2 potential registrations

### The Targeted Recruitment Initiative focused on the following recruitment strategy:

#### Identify and approach

- Someone who regularly works with children, from infancy to adolescence, including Early Childhood Educators, teachers, police officers, social workers, RNs and RPNs, or PSWs.
- Parents who may wish to further their education.

#### Explain why they should take this program

- One in five Ontario children and youth has a diagnosable mental health concern. Early recognition and intervention are key to a healthy future.

- This certificate gives students the knowledge to recognize mental health issues, identify the next steps, become an advocate at the local and systemic levels, as well as communicate with parents and guardians in an appropriate manner.

### **Identify where to recruit**

- Previous student populations have come predominantly from Eastern Ontario, around the Ottawa, Renfrew, Kingston and Belleville areas, but also rural areas in Western and Northern Ontario (especially Sault Ste. Marie), as well as First Nations.

### **External Feedback:**

- Cobourg Northumberland OLC: Was difficult registering online as fees posted were incorrect. Student was able to enrol after the issue was addressed with Fleming College.
- Marathon OLC: Some interest from teachers, but they would prefer if it works as an AQ, so it shows on their OCT profile.
- St. Thomas OLC: Employment specialist commented that the program looks like a snapshot of what a SSW would have, or someone with a BSW. Not a great add-on program, but it would be a great program for foster parents.

### **Internal Feedback:**

- Cobourg Northumberland: Generated a lot of interest from mass e-mail. Still addressing inquiries.
- Cornwall OLC: A lot of positive feedback from teachers and board of education
- Dryden OLC: I was visiting the Lac Seul First Nation, and one stakeholder wanted to sign her three employees up. She asked how they apply, so I checked OCAS and saw that the program was not there, I called the contact on the sell sheet, who informed me that to register, students need to call the registrar's office, as there is no registration form at this time. She also mentioned that registration opens on July 3, 2018. When I introduced myself, she asked if I had already called because she had another call from another Contact North | Contact Nord online learning centre that same day.
- Kincardine OLC: It is great to specialize in the children and mental health field!
- Marathon OLC: Pic Mobert First Nation elementary school is likely to have all 4 teachers take program
- M'Chigeeng OLC: Good program generating a lot of interest. CMH is a hot topic in our communities. Still getting inquiries

### **Next steps:**

- Upload marketing materials to the Contact North | Contact Nord marketing section of the intranet for ongoing use by Online Learning Recruitment Officers.

- Add marketing materials to Targeted Recruitment Initiative binders kept as reference material at the OLCs, or shared with community referral partners.
- Online Learning Recruitment Officers to continue to present the program as a study option to potential students.
- Continued work with Fleming college as one of our education partners to develop new Targeted Recruitment Initiatives.
- Contact North | Contact Nord is open to suggestions for ongoing promotion in support of Fleming College online programming.

It was our pleasure to collaborate with you on this Targeted Recruitment Initiative. We expect that the impact of this initiative will emerge over the coming months. Feel free to reach out to me to review the report and targeted recruitment outcomes. It was a pleasure working with Fleming College.

Christina Patterson  
Director, Recruitment & Partnerships  
christina@contactnorth.ca  
T: 1-705-525-7259  
C: 1-613-293-7270



**CONTACT NORTH** Online Learning  
Apprentissage en ligne

**Get a certificate in**  
**CHILDREN'S MENTAL HEALTH**

**Fleming College**  
Continuing Education  
& Online Learning

# Get a certificate in CHILDREN'S MENTAL HEALTH

Online learning with local support  
 in your community



**Strengthen your ability to engage with children facing mental health challenges with this certificate from Fleming College.**

Early intervention in a child's mental health challenge is key to the developing brain. But without training, symptoms may be difficult to spot. This online certificate of five courses gives you the knowledge to recognize mental health challenges in children, from infancy to adolescence, and address them appropriately. You will also learn to communicate with caregivers, identify community supports and advocate on a local and systemic level.

- All courses in the certificate have recently been updated.
- No prior knowledge related to working with children required.
- Courses can be taken individually, or as a certificate.
- Experienced faculty are professionals currently working in the field.
- This popular certificate consistently receives high evaluation marks.

## Fleming College

Continuing Education  
 & Online Learning

For more information, please call your Contact North | Contact Nord Online Learning Recruitment Officer, **FirstName LastName**, at **1-855-###-####** or e-mail [centrelocation@contactnorth.ca](mailto:centrelocation@contactnorth.ca).

**Get your degree, diploma or certificate or upgrade your skills online without leaving your community.**

**Student Information Hotline**  
**1-877-999-9149**



[Facebook.com/ContactNorth](https://www.facebook.com/ContactNorth)

[studyonline.ca](http://studyonline.ca)

# Children's Mental Health CERTIFICATE



## Fleming College

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Continuing Education  
& Online Learning

## About the program

This certificate focuses on the relevant knowledge and skills to work effectively with infants, children and adolescents with complicated psychiatric disorders. These interactive online courses examine the developmental process, psychiatric disorders and associated risk factors, triggers and behaviours, family relationships, as well as intervention and prevention strategies. All five courses are hosted by Fleming College on the OntarioLearn platform and start every semester. The instructors are all experts currently working in the field.

## Learning outcomes

1. Understand various mental health conditions, their symptoms and their impact on children, from infancy to adolescence.
2. Recognize the behaviours that are a result of triggers associated with common mental health conditions in infants, children and adolescents and equip these children with coping strategies.
3. Understand the impact of trauma on the cognitive development of infants, children and adolescents in order to limit potential triggers within the therapeutic environment.
4. Recognize common mental-health-related medications and their side effects.
5. Identify how family dynamics impact the behaviours of the infant, child and adolescent.
6. Develop strategies to discuss a child's mental health concern with parents in a sensitive and appropriate manner.
7. Identify community support resources, which the child and the parents can access.
8. Apply appropriate communication, critical thinking and problem solving strategies to potential crisis situations.

## Admission requirements

- 19 years of age and OSSD

## PLAR information

PLAR will be assessed on a case-by-case basis through Nicole Grady in the Continuing Education office at Fleming College.

## Fees

Current tuition per course is \$411.10, but is subject to change. Current total for five course is \$2,055.50. This cost may increase marginally in September.

## Job opportunities

The Ontario Government recently called attention to the importance of mental health care by committing the largest single investment in history to mental health and addictions services. While the investment itself will create many new jobs, it may also create a ripple effect among other sectors,

which will look for mental health training when promoting or hiring employees. This certificate provides excellent PD and résumé enhancement for professionals working in social work, health care, education and policing.

### Courses

HLTH 279 CHM	Psychiatric Disorders Common to the Infant, Child & Adolescent Population
HLTH 280 CHM	Cognitive Development, Trauma and Loss - Children's Mental Health Focus
HLTH 283 CHM	Risk Factors of Common Psychiatric Disorders in the Infant, Child & Adolescent Population
HLTH 284 CHM	Family Relationships and their Impact on Psychiatric Disorders
HLTH 285 CHM	Prevention and Intervention Strategies

### Studyonline.ca link

<https://studyonline.ca/program/childrens-mental-health-0>

### For more information

Contact for registration:  
Fleming College Continuing Education  
1-888-269-6929  
[coned@flemingcollege.ca](mailto:coned@flemingcollege.ca)

Contact for program information:  
Nicole Grady  
1-888-269-6929, ext. 1215  
[Nicole.Grady@flemingcollege.ca](mailto:Nicole.Grady@flemingcollege.ca)



Targeted Recruitment Initiative  
for University of Guelph Humber:  
**Family & Community Social  
Services Degree**

February 2019



UNIVERSITY OF  
**GUELPH**  
HUMBER

## **Goals:**

- Increase awareness of the Family & Community Social Services program across the province.
- Conduct targeted recruitment for the program, with the goal of increasing registrations for current offerings and increasing likelihood of increases in future offerings.
- Provide a one-month 'snapshot' of the reception and feedback to the program from across the province, as well as likelihood for future requests for information, promotion and enrolment.

## **Summary of Contact North | Contact Nord activity:**

- Each centre conducted research for the targeted recruitment within their territories based on the target markets.
- Additionally, each centre shared the information broadly with existing students and local organizations in the community to create more awareness of the program.
- Multiple centres created scheduled posts to their centre Facebook pages.
- Flyers/information for the programs were shared via e-mail, phone, face-to-face-meetings, and presentations to:
  - Hospitals/mental health services/social services
  - Municipalities/police services/local support services
  - Graduates with SSW, DSW or CYW diplomas
  - Employment contacts
  - Others (includes general client list, word of mouth sharing, organizations who may refer clients, people met at events such as job fairs, etc.)
- Hard copies of flyers were available at all centres.
- Online Learning Recruitment Officers presented this course to all interested clients, as a study option for the potential student to review.

## General Results

	Hospitals/ mental health services/social services	Municipalities/ police services/ local support services	Graduates with SSW, DSW or CYW diplomas	Employment contacts	Other	Totals
e-Mails	131	351	1889	684	1317	<b>5551</b>
Drop-offs	117	31	3	98	59	<b>308</b>
Meetings/ presentations	13	4	11	3	11	<b>42</b>
Confirmed registrations	1	1	2	0	0	<b>4</b>
Potential/ likely future registrations	19	4	14	4	5	<b>46</b>
Overall social media reach – all sectors			<b>10580</b>			

\* Please see Appendix for comments from contacts, community partners, potential students and Contact North | Contact Nord staff.

### Analysis of numbers:

- We had 4 clients confirm their intention to register for the program during the period of the campaign (February 2019). This is quite unusual, as a month is a short time for someone to learn about a program and register. It indicates the interest and value placed on the program, from a variety of sectors.
- We anticipate at potential 46 registrations for upcoming intakes. This is a very strong number for a one month campaign, and highlights the appeal of the program, across all target group sectors.
- We will continue to follow up and encourage those who expressed an interest to apply for the program.

### Next step:

- Our Online Learning Recruitment Officers will continue to promote this program as a regular offering in interactions with clients in related fields, as well as look for opportunities to present it directly to larger pools of potential students.

## Appendix – Comments about the Family & Community Social Services degree program and targeted recruitment campaign

Online Learning Recruitment Officers (OLROs) have the opportunity to share personal comments, or comments received from potential students during the campaign. Comments are not a mandatory component of the OLROs campaign report, but they are encouraged. Comments are copied and pasted as shared. The location of the OLRO sharing the information is in brackets after the comment; the locations provide us with an idea of how the course is being received across the province. If the comment was from an external source, that is also indicated in the bracket.

- The Simcoe Muskoka Literacy Network asked if they could share our e-blast with the rest of their network of educational and service providers. The Muskoka Ontario Works Department shared this with their team. (Bracebridge)
- CAMH: My contacts at this partnership are always excited about online degree programs. This was forwarded over to the HR contact at CAMH, Sally. She cross posted the program internally as a “Professional Development Option” for staff. With the new SSW requirements coming into effect in December 2019, this is a great option for caseworkers who require a degree or some sort of professional post-secondary. (Georgina)
- Sent to all graduates. (Elgin Middlesex)
- During drop-offs, seven of ten Employment Ontario reps said they could think of clients who would benefit from this degree. Believed was a good compliment to existing credentials. (Northumberland)
- I dropped the flyers off at Porter House... this is a youth transition home that is frequented by SSW/ DSWs as well as other community service staff. I thought it might be a good idea to promote this program “at the source”. (Georgina)
- Gained lots of interest and shares! Received several inquiries which prompted contact with U of G for further details. Fully anticipate a few registrations for this program on Manitoulin. (M’Chigeeng)
- Contact with school board. Shared the program with the Native Advisors within the local board. (Grand River)
- Received two inquiries via Facebook for more details. (Northumberland)
- An employment services coordinator at a settlement agency in Leamington who previously looked into applying for this program during the last campaign inquired if work experience would qualify her to apply, as she doesn’t have a degree in social services. (Windsor Essex)

## Social media statistics\*:

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### Facebook

#### Performance for your post

**3,340** People Reached

**23** Likes, Comments & Shares [?](#)

**9** Likes **2** On Post **7** On Shares

**0** Comments **0** On Post **0** On Shares

**14** Shares **14** On Post **0** On Shares

**51** Post Clicks

**6** Photo views **11** Link clicks [?](#) **34** Other Clicks [?](#)

#### NEGATIVE FEEDBACK

**0** Hide Post **0** Hide All Posts

**0** Report as Spam **0** Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

### LinkedIn

Organic impressions: 42 Impressions

Hide stats [^](#)

#### Organic stats [?](#)

Targeted to: All followers

42 Impressions	1 Like	2.38% Click-through rate	0 Comments
0 Shares	1 Click	4.76% Engagement rate	

### Twitter

Impressions	387
Total engagements	2
Retweets	1
Likes	1

\* Statistics are from the corporate Contact North | Contact North social media pages, and are not included in the social media reach of individual territories, as listed in the general results table.

# Complete your BASc FAMILY AND COMMUNITY SOCIAL SERVICES DEGREE PART-TIME

Online learning with local support  
in your community



**Study part-time at the University of Guelph-Humber to earn an Honours BASc in Family and Community Social Services.**

University of Guelph-Humber's hybrid and online program options are designed to make it easy for professionals to earn their degree part-time while working. Whether you're looking to advance your career, continue to graduate school, or embark on a new path, Guelph-Humber offers the convenience and flexibility to help you attain your goals.

- Complete your degree in 2.5 years of part-time online study or hybrid study
- Study in a cohort of working professionals
- Receive 2 years' transfer credit with a recognized DSW, CYW/C or SSW Ontario College diploma and work experience
- Scholarships available!
- Apply by May 1, 2018 and start Fall 2018

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For more information, call your Contact North | Contact Nord Online Learning Recruitment Officer, **FirstName LastName**, at **1-855-###-####** or e-mail [centrelocation@contactnorth.ca](mailto:centrelocation@contactnorth.ca).

**Get your degree, diploma or certificate or upgrade your skills online without leaving your community.**

**Student Information Hotline**  
**1-877-999-9149**



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[studyonline.ca](http://studyonline.ca)

## Family & Community Social Services (DEGREE COMPLETION)



UNIVERSITY OF  
**GUELPH**  
HUMBER

## About the program

Study part-time to earn your Honours Bachelor of Applied Science from the University of Guelph. Graduates will also earn a Social Service Worker diploma from Humber College that represents new learning from our degree + diploma program.

Upgrade your credentials. With your diploma you can earn two year's transfer credit towards your degree! Expand your skills to meet the demands of an ever-changing employment landscape. Open up opportunities for career advancement and further education in as little as 2.5 years.

Expand your professional skills in social services. The knowledge you'll gain with your degree will help you better serve your clients and employers. You will benefit from the vast experience of highly trained educators who currently work in the field. Get to know your professors and your classmates to garner support and valuable industry connections.

Complete your degree part-time while working. Our program is available in two formats. Choose from:

- **Fully online** – With no campus visits or scheduled classes to attend, study from anywhere with an Internet connection! To determine if online studies are right for you, visit: [www.guelphhumber.ca/advising/onlinelearning](http://www.guelphhumber.ca/advising/onlinelearning)
- **Hybrid** – courses are online and hybrid. More than half of your courses are completely online. The hybrid courses combine online study with in-class lectures and group discussions on campus in Toronto. You attend class two weekends per hybrid course: Friday (5:00 p.m. to 9:00 p.m.) and Saturday (8:30 a.m. to 4:30 p.m.)

Program completion from either delivery method to take an estimate of 8 semesters/2.5 years. Twenty courses (10 credits) are required to complete the degree. Courses run year round in three semesters (Fall, Winter and Summer). The only available entry point is the Fall semester.

## Admission requirements

- One of the following diplomas from a recognized Ontario college: Social Service Worker; Child and Youth Care/Worker; or Developmental Services Worker.
- A minimum 75% cumulative admission average.

Applicants with diplomas in the field of social services, please refer to [guelphhumber.ca/fcss-dc](http://guelphhumber.ca/fcss-dc) for details on other diploma equivalencies.

## How to apply

Applications must be submitted through the Ontario Universities' Application Centre (OUAC) website ([ouac.on.ca](http://ouac.on.ca)) using the 105D application form. You will pay an OUAC application fee of \$156 for your first three program choices, and an assessment fee of \$80. Each additional program choice is \$50.

Each university program has its own corresponding OUAC Code. If you are interested in the online part-time option, search GHB. If you are interested in the hybrid part-time option, search GFF.

The application deadline for the Fall (Sept.) 2019 entry point is May 1, 2019; subsequently, the document deadline is June 1, 2019.



Once we've received your application, we will e-mail and mail you your account login and password to WebAdvisor, our online student administration system. This account allows you to track your application status and lists all the documents required.

Our admissions office will require all post-secondary transcripts for consideration. Should any other documentation be required, it will be posted to your WeAdvisor account.

Prior to an application, we strongly recommend that you contact our Admissions office and to visit <https://www.guelphhumber.ca/fcss-dc/how-to-apply>.

## Transfer credit

All successful applicants are eligible to receive 10.0 transfer credits, which is equivalent to two years of full-time study.

## Program of studies

Fall 2018 (S1)*	<ul style="list-style-type: none"> <li>• Social Work in Canada</li> <li>• English I: Reading &amp; Writing Effectively</li> <li>• Introductory Psychology: Dynamics</li> </ul>
Winter 2019 (S2)	<ul style="list-style-type: none"> <li>• Mental Health &amp; Addictions</li> <li>• Couple &amp; Family Dynamics</li> </ul>
Summer 2019 (S3)*	<ul style="list-style-type: none"> <li>• Research Methods for Social Science</li> <li>• Elective</li> <li>• Supporting Families: Research &amp; Applications</li> </ul>
Fall 2019 (S4)*	<ul style="list-style-type: none"> <li>• Quantitative Methods for Social Science</li> <li>• Developing a Culturally Sensitive Practice</li> <li>• Counselling II: Theory &amp; Practice</li> </ul>
Winter 2020 (S5)	<ul style="list-style-type: none"> <li>• Foundations of Social Gerontology</li> <li>• Crisis Intervention: Theory &amp; Practice</li> </ul>
Summer 2020 (S6)*	<ul style="list-style-type: none"> <li>• Empowerment-Oriented Case Management</li> <li>• Elective</li> <li>• Family Theory &amp; Therapy</li> </ul>
Fall 2020 (S7)	<ul style="list-style-type: none"> <li>• Agency Admin &amp; Community Relations</li> <li>• Family Mediation &amp; Conflict Resolution</li> </ul>
Winter 2021 (S8)	<ul style="list-style-type: none"> <li>• Social Work &amp; the Law</li> <li>• Elective</li> </ul>

\* Students only study two courses at a time in a condensed format.

## Program link

<https://studyonline.ca/program/honours-bachelor-applied-science-family-and-community-social-services>

### Course fees\*

Item	Fall	Winter	Summer
Course load	3	2	3
Online study tuition	\$1,969	\$1,313	\$1,969
Hybrid study tuition	\$1,969	\$1,313	\$1,969
Student fees	\$225	\$150	\$250

\*Based on the 2018-19 academic year

### Scholarships

\$1,000 - \$2,000. All applicants to either the online or hybrid study option are automatically considered for an entrance scholarship.

Scholarship	Final Cumulative Admission Average
\$2,000	90% or above
\$1,500	80-89.9%
\$1,000	75-79.9%

### For more information

To register for the April 2, 2019 webinar, visit [guelphhumber.ca/transferevents](http://guelphhumber.ca/transferevents).

Contact Acting Admissions Coordinator, Melissa Hunter at [melissa.hunter@guelphhumber.ca](mailto:melissa.hunter@guelphhumber.ca), 416-798-1331, ext. 6277 for questions or to book an advising appointment.

### Testimonial

“I wanted to further my education in the social services field to open up more opportunities. A fully online program is a requirement and enables me to continue working, which is so important because this is the only way at the moment I can further my education. My studies at UofGH will make a huge difference in my life, it will open more doors for my career and will enrich my academic knowledge in the field of social services.” – FCSS Online Student

## Targeted Recruitment Initiative for Laurier University:

### **Cognitive Behaviour Therapy Certificate**

September 2017



## Goals:

- Introduce Wilfrid Laurier University's Cognitive Behaviour Therapy Certificate as a potential study option. To engage, where possible, immediate registrations in the program.
- To plant the seeds for future registrations and to promote to the program.
- To bring awareness to Wilfrid Laurier University's Continuing Education across the province.

## Summary of Contact North | Contact Nord activity:

Participation by the following territories [23]:

- Bracebridge, Cochrane, Cornwall, Dryden, Georgina, Huron Bluewater, Kenora, Kincardine, Longlac, Madoc, Marathon, M'Chigeeng, Mississaugas of the New Credit First Nation/Six Nations, Northumberland, Orleans, Parry Sound, Shelburne, South Porcupine, St. Catharines, St. Thomas, Stratford, Wallaceburg, Windsor.
- Each territory conducted research for the targeted recruitment initiative based on the target markets as suggested from the interview and information provided
- Each territory promoted to the identified target audience as well as sharing the information broadly with existing students and local organizations in the community to create more awareness for this program
- Social media was utilized at the centre level and at the corporate level

Social Media Reach		
Centre pages	Corporate page	Studyonline.ca
12,521	616	57

## Total activity for Targeted Recruitment Initiative across the province:

Territories	e-Mails/ Faxes	Information drop-offs	Meetings	Registrations confirmed	Registrations potential
23					
Total	3538	199	44	2	69

The Targeted Recruitment Initiative Summary was categorized into 2 key audiences:

Target Audience 1:					
Health care, mental health, social services, counselling, hospitals, social work at school boards, child and youth, child protection services, sexual assault counselling, nursing, doctors, physiotherapy, children's services, occupational services, residential care, Alzheimer's association, working with care givers, family health teams, women's shelters, dieticians, prison workers, military & family support, rehabilitation services, kids coaching and life coaches					
Territories	e-Mails/ Faxes	Information drop-offs	Meetings	Registrations confirmed	Registrations potential
23					
Total	1862	146	15	2	35

**Key feedback:**

- ✓ Contacts were very interested. After providing details, one replied, “The program sounds wonderful but sadly not in my budget.” Another client indicated that the cost was prohibitive right now, but hopefully could start in January... [Bracebridge](#)
- ✓ Contacts were very interested. I have one client who is still looking at funding for it to get into her masters program next year... [Cornwall](#)
- ✓ I found that this particular program was shared quite a few times through our 4 Facebook posts... [Georgina](#)
- ✓ Dropped off with Cassie Harris HR at Kenora Hospital... [Kenora](#)
- ✓ Janet Hilts-Hope, Grey Bruce Mental Health and Addictions Services, Human Resources. Requested more information on Laurier TR... Seemed to be very popular! ... [Kincardine](#)
- ✓ Some interest, however no confirmed registrations and 1 potential registration... [Longlac](#)
- ✓ This 12 weeks per level is very appealing and it is most noted by the majority of people that responding to the Targeted Recruitment... [Haileybury](#)
- ✓ Generated great interest. Looking at this program has 2 individuals considering this or Laurier’s Addiction program... [M’Chigeeng](#)
- ✓ One SSR mentioned their community is big on health care and she is excited to be able to offer this... [Mid North](#)
- ✓ One Agilec manager noted this type of program would be useful for all job coaches to use in their interviewing techniques with clients. Two Alternatives Community Program Services staff members in Peterborough expressed a real interest in this program and said would definitely be sharing details with all staff... [Northumberland](#)
- ✓ Generated incredible interest, but the pricing was the main obstacle... [Orleans](#)
- ✓ Feedback/questions; “Is there anyone who has done this course that I could connect with and see their experience? I think it would be valuable for me to have and add to my education and experience.” “I have graduated with a Master’s of Education. I am looking to upgrade my skills and have always had an interest in Cognitive Behaviour Therapy”... [Shelburne](#)
- ✓ 2 professionals in the mental health requested more information to seriously consider taking the program. 1 confirmed... [Stratford](#)
- ✓ 2 contacts were considering this program until they found out it was not accredited... [Windsor](#)

Target Audience 2:					
Current students/graduates/contacts					
Territories 23	e-Mails/ Faxes	Information drop-offs	Meetings	Registrations confirmed	Registrations potential
Total	1676	53	29	0	34

### Key feedback:

- ✓ Put in my information packages at a career fair and at a presentation to OW clients ... [Kenora](#)
- ✓ Was hard to keep up with all the e-mails back and forth from 29 interested ... [Haileybury](#)
- ✓ “Very interesting program. I don’t have enough time to take it, but if it offered again next year I would love to take it”... [Huron Bluewater](#)
- ✓ Clients loved the cost, duration and multiple attempts at the tests ... [Shelburne](#)

### Next steps:

- Upload these marketing materials to our intranet.
- Have the Online Learning Recruitment Officers continue to present the program as a study option to potential students.
  - Note: we are currently recruiting for some areas. We will ensure that we share the materials for them to promote when hired
- We are open to any additional ideas you may have to continue to support this program.

Thank you for all your collaboration on this Targeted Recruitment and for the opportunity to assist you with recruitment.

Trish Trenter  
Director, Recruitment & Partnerships  
Contact North | Contact Nord  
T: 1-855-888-0828  
C: 519-531-0054  
[trish@contactnorth.ca](mailto:trish@contactnorth.ca)



CONTACT NORTH Online Learning  
CONTACT NORD Apprentissage en ligne

**Cognitive Behaviour**  
CERTIFICATE

LAURIER  
Inspiring Lives.

# Unleash the power of COGNITIVE BEHAVIOUR THERAPY

Online learning with personalized support in your community



## Wilfrid Laurier University's Cognitive Behaviour Therapy Certificate

Cognitive behaviour therapy (CBT) is one of the most prevalent, widely-respected psychotherapy models. It is a concrete, active therapy that delivers interventions that work.

Our innovative CBT certificate will give you the skills, confidence and knowledge to bring this therapeutic model to your work and empower you to help others improve their mood and transform their lives.

- No application process.
- **Two 12-week courses, fully online.**
- Offered in partnership with Qualia Counselling Services, a specialized CBT coaching and training clinic.
- **Due to popular demand, Wilfrid Laurier University is adding another Fall Level 1 section for the online Cognitive Behavior Therapy course, starting October 2, 2017. Register now!**



For more information, call **FirstName LastName**,  
 Online Learning Recruitment Officer,  
 at **1-855-###-####**  
 or e-mail [centrelocation@contactnorth.ca](mailto:centrelocation@contactnorth.ca).

**Get your degree, diploma or certificate or upgrade your skills online without leaving your community.**

**Student Information Hotline**  
**1-877-999-9149**



[Facebook.com/ContactNorth](https://www.facebook.com/ContactNorth)

[studyonline.ca](http://studyonline.ca)

# UNLEASH THE POWER OF Cognitive Behaviour Therapy





## Cognitive Behaviour Therapy Certificate



### About the program

Over the past decade, studies have repeatedly proven the effectiveness and efficacy of cognitive behaviour therapy (CBT) in treating a range of mental health, health and sub-clinical issues, such as perfectionism, self-esteem and shame and guilt. Our innovative online CBT certificate program will give you the skills, confidence and knowledge to bring this therapeutic model to your work, and empower you to help others improve their mood and transform their lives.

Our CBT Certificate is comprised of two levels:

- Level I will introduce you to a set of skills that are highly tactical and are the core of a clinician's CBT toolkit. Because CBT is a structured, concrete therapy, you will learn interventions you can immediately bring into your sessions.
- Level II will explore how to best use the core CBT skills and interventions within the world of mental health and DSM-V disorders, focusing on either adults or children and youth.

Each online course consists of:

- 12 weeks of instruction, which is completed on your own time each week
- Recorded demos for the interventions being delivered
- Discussion boards give you the opportunity to apply that week's learning to case examples
- Weekly assignments
- Weekly quizzes
- Assigned textbook readings

There will also be a final assignment due at the end of the course that is graded as pass/fail. Your instructor is available to answer questions in the discussion boards or through email. We also encourage you to network and share your thoughts and experiences about CBT with other students in the course through the discussion board.

The CBT courses are also available in-class in Kitchener, London and Milton.

This program is offered in partnership with Qualia Counselling Services, a specialized CBT coaching and training clinic with offices in Kitchener, Waterloo and Six Nations First Nation.

### Admission requirements

The CBT certificate is open to professionals and graduate students across disciplines and worksites. To be eligible for the program, you must have completed an undergraduate degree.

*\*Some exceptions can be made to the undergraduate degree requirement. Contact Lynne Jordan at 519.884.0710, ext. 5265 for more information.*

To be eligible for Level II, you must have completed Level I. To enhance your learning and utility of the material covered in this course it is also highly beneficial to have current, historical or anticipated experience working within a mental health setting.

### 2017/2018 course dates

The 2017/2018 online course dates are:

- Level I: Fundamentals of CBT – Oct. 2 to Dec. 22, 2017 or Jan. 8 to March 30, 2018
- Level II: CBT with Mental Health Disorders – April 2 to June 22, 2018
- Level II: The Essentials of CBT with Children and Youth – April 2 to June 22, 2018
- Cost: Each level is \$1,100 (no tax). Textbooks are not included.
- **Due to popular demand, Wilfrid Laurier University is adding another Fall Level 1 section for the online Cognitive Behavior Therapy course, starting October 2, 2017. Register now!**

<https://studyonline.ca/program/cognitive-behaviour-therapy-cbt>

### For more information

For more information, contact Lynne Jordan, Coordinator, Professional Development and Alumni Relations, at 519-884-0710, ext. 5265 or [fswprofessionaldevelopment@wlu.ca](mailto:fswprofessionaldevelopment@wlu.ca).

### Testimonial

“I would highly recommend the CBT certificate program to new and experienced clinicians alike. I was most impressed by how practical the workshops were, with the opportunity to discuss, observe and practice the interventions. As a result, I have the skills and confidence necessary to competently utilize CBT to meet a diversity of client needs as both a primary intervention model and integrated with other therapies.”

– Jared Dalton, Counsellor, Fanshawe College

## Targeted Recruitment Initiative for Wilfrid Laurier University: **Mental Health Issues in the Classroom**

June 2019



**LAURIER**   
*Inspiring Lives.*

## Goals:

- Introduce Wilfrid Laurier’s Mental Health Issues in the Classroom as a potential study option.
- To engage, where possible, immediate registrations in the program.
- To plant the seeds for future registrations and promote the program.
- To bring awareness to Wilfrid Laurier University’s Continuing Education across the province.

## Summary of Contact North | Contact Nord activity:

- Participation by the following territories:
  - o Huron Bluewater, Elgin Middlesex, Chatham Kent Lambton, Oxford Waterloo, Muskoka Haliburton, Northumberland Durham, Hastings Limestone, Ottawa Carleton, Central Algoma, Manitoulin Island, Cochrane-Mushkegowuk, Timiskaming, Hearst District, Timmins, Northwest Tri-District, Greenstone, Lake of the Woods, Superior East, Grand River, South Simcoe-York, Grey Bruce, Dufferin Wellington Simcoe, Niagara Region.

Note: some territories were not able to participate as they are currently hiring

- Each territory conducted research for the targeted recruitment initiative based on the target markets, as suggested from the interview and information provided.
- Each territory promoted to the identified target audience, as well as shared the information broadly with existing students and local organizations in the community to create more awareness for this program.
- Social media was utilized at the centre level and at the corporate level.

<b>Social media reach</b>
<b>Online learning centre pages</b>
<b>2513</b>

## Social media reach - Corporate sites:

### Twitter

#### Tweet activity



**Contact North** @ContactNorth  
MENTAL HEALTH ISSUES IN THE CLASSROOM CERTIFICATE  
Online multi-module program from @Laurier University. #K-12 educators learn about #mentalhealth & impact on students & learning.

Call 1-877-999-9149 or your Contact North centre  
<http://ow.ly/B28I50uwn3r>

#onlinelearning  
#profdev pic.twitter.com/1UQLg7Oc8t


Impressions	1,458
Media views	16
Total engagements	9
Detail expands	3
Link clicks	2
Retweets	1
Media engagements	1
Likes	1
Profile clicks	1

Promote your Tweet  
Your Tweet has 1,458 total impressions so far.

## Facebook

**Contact North / Contact Nord**  
Published by Hootsuite [?] · 4 June ·

**MENTAL HEALTH ISSUES IN THE CLASSROOM CERTIFICATE**  
Online multi-module program from Wilfrid Laurier University University. #K-12 educators learn about #mentalhealth & impact on students & learning.  
Take 1 module or complete all 7 plus online workshop. Taught by an experienced instructor with a background in Education and Clinical Psychology.... [See more](#)



00:36

**Performance for your post**

**9,446** People Reached

**6,313** 3-second video views

**59** Reactions, comments & shares

<b>27</b> Like	<b>26</b> On post	<b>1</b> On shares
<b>4</b> Love	<b>3</b> On post	<b>1</b> On shares
<b>1</b> Comments	<b>1</b> On Post	<b>0</b> On Shares
<b>27</b> Shares	<b>27</b> On Post	<b>0</b> On Shares

**140** Post Clicks

<b>59</b> Clicks to Play	<b>32</b> Link clicks	<b>49</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>0</b> Hide post	<b>0</b> Hide all posts
<b>0</b> Report as spam	<b>0</b> Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.


**9,446** People reached      **199** Engagements      [Boost again](#)

Boosted on 4 Jun 2019 By Placide Philiat Completed

People reached	<b>5.9K</b>	ThruPlays	<b>867</b>
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[View results](#)

## LinkedIn



**Contact North | Contact Nord**  
310 followers  
1mo

**MENTAL HEALTH ISSUES IN THE CLASSROOM CERTIFICATE**  
Online multi-module program from @Laurier University. #K-12 educators learn about #mentalhealth & impact on students & learning. [...see more](#)



2

Like   Comment

Be the first to comment on this

Video views: 69 Total [Hide stats](#)

**Video views**

Targeted to: All followers

**69**  
Total

**Organic stats**

<b>99</b> Impressions	<b>2</b> Reactions	<b>1.01%</b> Click-through rate	<b>0</b> Comments
<b>4</b> Shares	<b>1</b> Click	<b>7.07%</b> Engagement rate	

## Total activity for Targeted Recruitment Initiative across the province:

Territories 23	e-Mails/ Faxes	Information drop-offs	Meetings	Registrations confirmed	Registrations potential
Total	7072	283	35	2	76

The Targeted Recruitment Initiative Summary was categorized into 2 key audiences:

Target Audience 1:					
Schools, school boards, teachers, educators					
Territories 23	e-Mails/ Faxes	Information drop-offs	Meetings	Registrations confirmed	Registrations potential
Total	600	124	22	1	36

### Key feedback from target audience 1:

- ✓ Flyer and e-mail were posted by a Contact North | Contact Nord client who works at the Trillium Lakelands District School Board to the TLDSB Staff Lounge to be shared with TLDSB staff...[Muskoka Haliburton](#)
- ✓ YMCA Simcoe/Muskoka is forwarding to their LBS teachers...[Muskoka Haliburton](#)
- ✓ “Several of our staff members are interested in this course, but I was wondering if there are any similar courses that are geared more towards working with older youth and adults (in a teaching context)?” (Response received from institution)...[Muskoka Haliburton](#)
- ✓ 2 public school board teachers asked for details.... [Northumberland Durham](#)
- ✓ 3 teachers requested more information... [Cochrane-Mushkegowuk](#)
- ✓ 2 teachers requested more information... [Greenstone](#)
- ✓ “I really think it is important for all teachers, so I shared it with my colleagues.”... [Grand River](#)
- ✓ Amy from CHMA confirmed that she sent it to the Muskoka Simcoe network group... that’s almost 60 caseworkers! Some of the caseworkers are college and university instructors, so she thought it would be a good course to promote... [Georgina](#)
- ✓ Forwarded this program to the York Public School Board, as I have contacts through the various transcript requests... [Georgina](#)
- ✓ Shared with local school board guidance... [Shelburne](#)
- ✓ I was able to submit through local school board-UGDSB to have the program material distributed to staff... [Shelburne](#)
- ✓ Spoke with Dianna at the DSBN main office, and her comment was that this course is so needed!... [Niagara Region](#)

Target Audience 2:					
Local community partners, existing students & prospective students					
Territories 23	e-Mails/ Faxes	Information drop-offs	Meetings	Registrations confirmed	Registrations potential
Total	6427	159	12	1	40

### Key feedback from target audience 2:

- ✓ An employment services organization lead indicated that her staff had approached her about mental health training after they received our e-mail...  
[Muskoka Haliburton](#)
- ✓ A staff member at YMCA-Youthquest has started the program and is excited to continue. She was happy for the updated information...[Shelburne](#)
- ✓ Shared with the Dufferin Early ON manager, and she will pass along to staff throughout the county. Also received interest from YJC staff and current ECE students...[Shelburne](#)

### Next steps:

- Upload these marketing materials to our Sharepoint.
- Have the Online Learning Recruitment Officers continue to present the program as a study option to potential students.
  - We are open to any additional ideas you may have to continue to support this program.

Thank you for all your collaboration on this Targeted Recruitment and for the opportunity to assist you with recruitment.

Trish Trenter  
 Director, Recruitment & Partnerships  
 Contact North | Contact Nord  
 T: 1-855-888-0828  
 C: 519-531-0054  
[trish@contactnorth.ca](mailto:trish@contactnorth.ca)

# Mental Health Issues in the Classroom - CERTIFICATE



**Wilfrid Laurier University's Mental Health Issues in the Classroom Certificate** is a multi-module, online certificate. Developed in partnership with the Faculty of Education, it provides K-12 educators and related professionals with the opportunity to better understand mental health and its impact on students and the learning environment. Discover strategies to facilitate student learning and classroom resiliency.

**This fully online program** is comprised of 7 online modules and 1 online workshop.

- No application process, just register online.
- Learn skills and strategies you can implement immediately.
- Take one module, or complete the entire certificate – up to you!
- Experienced instructor with Education and Clinical Psychology background.

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*Inspiring Lives.*

For more information, please contact your Contact North | Contact Nord Online Learning Recruitment Officer, **FirstName LastName**, at **1-855-###-####** or e-mail [centrelocation@contactnorth.ca](mailto:centrelocation@contactnorth.ca).

**Get your degree, diploma or certificate or upgrade your skills online without leaving your community.**

**Student Information Hotline: 1-877-999-9149**



[studyonline.ca](http://studyonline.ca)

Contact North | Contact Nord is funded by the Government of Ontario



## Mental Health Issues in the Classroom - CERTIFICATE



**LAURIER**   
*Inspiring Lives.*

## About the program

In Canada, between 15 and 20 percent of youth suffer from a mental health issue that impacts their day-to-day functioning in the classroom. As an educator, you are likely one of the first people to notice that a student may be experiencing a potential mental health problem.

With identification of mental health issues on the rise in Canadian classrooms, teachers and educators are in need of professional development and training opportunities that address mental health and how it impacts students and the learning environment. Developed in partnership with Laurier's Faculty of Education, our multi-module, online certificate provides K-12 educators and related professionals with the opportunity to better understand mental health. Each online module is four weeks long and allows participants to work at their own pace to complete the content. Strategies to facilitate student learning and classroom resiliency will be provided.

Join over 250 educators who have learned how to respond, support and appropriately refer students who may be struggling with these issues.

In this certificate you'll learn how to:

- Improve your ability to recognize potential mental health problems in the classroom.
- Develop your skills and strategies to support students experiencing mental health issues.
- Liaise, connect and communicate with resources within the school and school boards, and communicate with community resources when asked.

## Admission requirements

Those wishing to register in the MHIC certificate must have classroom or administrative responsibilities within the education system, or have their Bachelor of Education. Interested paraprofessionals may contact Carolyn Fitzgerald ([cafitzgerald@wlu.ca](mailto:cafitzgerald@wlu.ca)), certificate designer and instructor, regarding their suitability for the certificate.

## Program of studies

### Module 1: An Introduction to Mental Health Issues in the Classroom

- Cost: \$60.00
- Online
- Dates:
  - Summer 2019 – July 1 - July 26, 2019 (register by June 28)
  - Fall 2019 – September 23 - October 18, 2019 (register by September 20)
  - Winter 2020 – February 3 - February 28, 2019 (register by January 31)

### Module 2: Depression and Other Mood Disorders: When Sadness Takes Over

- Cost: \$180.00
- Online
- Dates:
  - Fall 2019 – November 18 - December 13, 2019 (register by November 15)

**Module 3: Anxiety Disorders: Moving Beyond Helping Students Cope with Everyday Stress**

- Cost: \$180.00
- Online
- Dates:
  - Fall 2019 – October 21 - November 15, 2019 (register by October 18)

**Module 4: Self-harm and Suicidality: Key Issues in Reducing Risk and Preventing Harm**

- Cost: \$180.00
- Online
- Dates:
  - Winter 2020 – February 10 - March 6, 2020 (register by February 7)

**Module 5: Body Image and Eating Disorders: When the Mirror Talks Back**

- Cost: \$180.00
- Online
- Dates:
  - Winter 2020 – January 13 - February 7, 2020 (register by January 10)

**Module 6: The Impact of Addictions on Learning: Fetal Alcohol Spectrum Disorder, Alcohol and Drug Use and Dependence in Children and Youth**

- Cost: \$180.00
- Online
- Dates:
  - Spring 2020 – April 6 - May 1, 2020 (register by April 3)

**Module 7: Disruptive Behaviour Disorders and Psychotic Disorders: When Challenging Students Challenge You**

- Cost: \$180.00
- Online
- Dates:
  - Spring 2020 – March 9 - April 3, 2020 (register by March 6)

\* Participants must first complete module 1 to begin the program. Modules 2-7 can then be completed in any order. Upon completion of 4 modules, participants will be eligible to complete the online workshop component.

**Program link**

<https://studyonline.ca/program/mental-health-issues-classroom-certificate>

**For more information**

Office of Professional Development  
[professionaldevelopment@wlu.ca](mailto:professionaldevelopment@wlu.ca)  
Phone: 519-884-0710, ext. 6036

## Testimonials

“I have seen kids struggling with anxiety, depression, emotional dysregulation and suicidal ideation. Mental health greatly impacts their daily functioning and can have a significant effect on their school attendance and performance.” – Tracy E., Educational Assistant, Grand Erie and Halton Boards

“This course has opened my eyes to the many struggles our students face as well as how their illnesses affect their abilities to function in the classroom. Working through the certificate, I feel much better prepared to meet the needs of my students, both academically and emotionally.” – Alysa V., elementary teacher, Brantford



For more information, call your Contact North | Contact Nord Online Learning Recruitment Officer, **FirstName LastName**, at **1-855-###-####** or e-mail **centrelocation@contactnorth.ca**.

## Targeted Recruitment Initiative for Northern College: **Social Service Worker (Diploma)**

April 2019



## Goals:

- To present Northern College's Social Service Worker diploma program as a study option to potential and existing students and referral partners.
- To generate, where possible, immediate registrations in the program from throughout the province.
- Plant the seeds for future registrations and promote the program.
- To bring awareness to Northern College's online education options.
- To provide a one-month 'snapshot' of the reception to- and feedback on the program, recorded from across the province.

## Summary of Contact North | Contact Nord activity:

- Participation by staff at online learning centres in the following territories:
  - **Northwest Region:**
    - Attawapiskat First Nation, Greenstone (Longlac), Lake of the Woods North (Kenora)
  - **North Central Region:**
    - Nipissing District (North Bay)
  - **Northeast Region:**
    - Cochrane-Mushkegowuk, Temiskaming (Haileybury, Englehart, Kirkland Lake), Timmins (Chapleau, Iroquois Falls, Matheson)
  - **Southwest Region:**
    - Huron Bluewater (Clinton), Elgin Middlesex (St. Thomas), Chatham Kent Lambton (Wallaceburg), Oxford Waterloo (Woodstock)
  - **South Central Region:**
    - Grand River (Brantford), South Simcoe-York (Georgina), Grey-Bruce (Kincardine), Dufferin Wellington Simcoe (Shelburne), Niagara (St. Catharines)
  - **Southeast Region:**
    - Muskoka Haliburton (Bracebridge), Northumberland Durham (Cobourg), Upper Canada (Cornwall), Hastings Limestone (Madoc), Ottawa Carleton (Orleans)
- Each Online Learning Recruitment Officer conducted research with their teams for potential recruitment streams within their territories based on the target markets. In this case, Recruitment Officers were asked to specifically target high schools, Indigenous organizations, other social service organizations, and interested clients & others.
- Additionally, each centre shared the information broadly with existing students and local organizations in the community to create more awareness of the programs.
- Social media (Facebook) was utilized at both the online learning centre and corporate levels.

- Flyers/information for the programs were shared via e-mail, phone, face-to-face meetings and presentations to:
  - Community & social service providers (i.e. Native Friendship centres, Indigenous child welfare organizations, counselling services, other health centres, etc.)
  - Employment contacts
  - Ontario Works contacts
  - Others (includes general client list, word of mouth sharing, organizations who may employ potential candidates, people met at networking events, etc.)
- Hard copies of flyers were available at all centres and distributed locally.
- Recruitment Officers presented these programs to all interested clients, as a study option for the potential student to review.
- Data from Google Analytics was retrieved with regard to the program page on our website, studyonline.ca.

## General Results:

Note: Teams had until **May 10, 2019**, to submit data pertaining to the following:

Targeted Recruitment Initiatives	Totals
<b>e-Mails</b>	<b>6,685</b>
High schools	304
Indigenous organizations	343
Other social service organizations	1,506
Interested clients & others	4,532
<b>Drop-offs</b>	<b>345</b>
High schools	90
Indigenous organizations	72
Other social service organizations	97
Interested clients & others	86
<b>Face-to-face meetings/presentations</b>	<b>53</b>
High schools	20
Indigenous organizations	7
Other social service organizations	13
Interested clients & others	13

Social media (Facebook):	
Total reach	5,349
Total shares	35

Web analytics from studyonline.ca/etudiezenligne.ca:	
<b>Unique page views</b>	<b>53</b>
studyonline.ca	41
etudiezenligne.ca	12

<b>Average time spent reviewing content</b>	<b>1 min., 17 sec.</b>
studyonline.ca	1 min., 21 sec.
etudiezenligne.ca	1 min., 12 sec.
<b>Unique downloads of the program overview</b>	<b>17</b>
studyonline.ca	14
etudiezenligne.ca	3
<b>Unique downloads of the flyer</b>	<b>9</b>
studyonline.ca	8
etudiezenligne.ca	1

<b>Registrations generated:</b>	
<b>Confirmed registrations</b>	<b>3</b>
High schools	0
Indigenous organizations	0
Other social service organizations	1
Interested clients & others	2
<b>Potential registrations</b>	<b>42</b>
High schools	8
Indigenous organizations	2
Other social service organizations	10
Interested clients & others	22

### Analysis of numbers:

- We had three confirmed registrations (application to OCAS with admissions) during the period of the campaign (April 2019). This is common, as a little over a month is a short period for someone to learn about and register into a program.
- We can anticipate 42 potential registrations for upcoming intakes reported from the Huron Bluewater (1), Chatham Kent Lambton (14), Muskoka Haliburton (2), Oxford Waterloo (1), Upper Canada (5), Hastings-Limestone (2), Grand River (1), Ottawa Carleton (1), South Simcoe-York (1), Niagara (2), Cochrane-Mushkegowuk (7), Temiskaming (5) territories. We will continue to follow up with those who expressed interest in the program.
- It should be noted that the next intake advertised for this program on the Ontario Colleges Applications Service is September 2019; many of the potential students we meet are looking to begin their online learning as early as possible.

### Comments/feedback received:

Online Learning Recruitment Officers have the opportunity to share any comments they have or that they received during the campaign. Comments are not mandatory, but are encouraged. Comments are copied and pasted as shared, and the location of the Online Learning Recruitment Officer is in brackets after the comment, to allow for a better idea of the provincial reception of the program.



**External source(s):**

- “The program looked interesting, but I do not have the ability to attend the onsite visit.” – Interested student (Grand River)
- “I had no idea this was available online.” – Referral partner (Niagara)

**Internal source(s):**

- “One client is deciding between this, or going for a Bachelor’s in the same field” (Huron Bluewater)
- “Most common feedback was that people were excited that they could do part-time studies online!” (Chatham Kent Lambton)
- “I have a confirmed registration from a CHMA caseworker who needs to complete her SSW designation. She was grandfathered in, and currently practices as a SSW - Addictions counsellor, but is not registered with the OCSSW association. She is currently in the process of seeing what she can obtain through PLAR.” (South Simcoe-York)
- “Employment consultants like that the program was semester-based for clients pursuing Second Career funding. Others like the flexibility of full-time or part-time, as well as the record classes option.” (Dufferin Wellington Simcoe)
- “I have several clients in this program.” (Niagara)

**Next steps:**

- Promotional materials will be uploaded to the Contact North | Contact Nord marketing section of the intranet for ongoing use by Contact North | Contact Nord staff.
- Online Learning Recruitment Officers will continue to promote the program as a regular offering in interactions with clients in related fields, as well as look for opportunities to present it directly to larger pools of potential students.
- We will continue working with Northern College as one of our education partners to develop new Targeted Recruitment initiatives.
- We will continue to remain open to suggestions for ongoing promotion in support of Northern College online programming.

It was our pleasure to collaborate with you on this Targeted Recruitment Campaign. We expect that the impact of this initiative will emerge over the coming months. Feel free to reach out to me to review the report and targeted recruitment outcomes. It was a pleasure working with Northern College.

Michelle Boileau

Director, Recruitment & Partnerships | Directrice, Recrutement et partenariats  
michelleb@contactnorth.ca

T: 1-807-346-3418

C: 1-705-288-4349

# Get a SOCIAL SERVICE WORKER DIPLOMA



**Prepare to work with people experiencing stressful life events with Northern College's Social Service Worker Diploma program.**

- Learn how to intervene in crisis situations
- Develop the skills to assist clients, groups, families and communities to meet challenges and enhance social functioning
- Study human behaviour and development
- Become proficient in communication, interviewing and counselling skills
- Participate in clinical practice labs and field placements

Note: Online students are required to travel to lab locations (e.g out of town) on multiple occasions at their own expense.



For more information, please call your Contact North | Contact Nord Online Learning Recruitment Officer, **FirstName LastName**, at **1-855-###-####** or e-mail [centrelocation@contactnorth.ca](mailto:centrelocation@contactnorth.ca).

**Get your degree, diploma or certificate or upgrade your skills online without leaving your community.**

**Student Information Hotline: 1-877-999-9149**



[studyonline.ca](http://studyonline.ca)

## Social Services Worker DIPLOMA PROGRAM



## About the program

Social Service Workers focus on promoting equity, and addressing disadvantages that people face on the basis of race, disability, gender or age. They use their knowledge of human behaviour and development, communication, interviewing and counselling skills, to work with groups and/or communities to help them become more caring and capable of supporting their communities.

This program prepares you to work with people who are experiencing stressful events in their lives from an individual, family and community perspective. You'll learn how to intervene in crisis situations and will develop the skills needed to assist individual clients, groups, families and communities to better meet their challenges and to enhance their social functioning. Clinical practice labs and field placements provide a milieu where students are able to apply theory into practice through interviewing, case assessment and planning. Students must be able to apply skills, such as teamwork and group work outside of class. Northern College values lifelong learning in an effort to maintain the current competencies outlined by the Ontario College of Social Workers and Social Service Workers. The College assists learners in developing competent skills, attitudes and an interest in the social service profession. Egalitarian and supportive relationships with our professors and facilitators facilitate adult learning and development.

**Credential earned: Ontario college diploma**

**Delivery: Full-time or part-time**

**Program length: 4 semesters (full-time)**

**Program status: Open**

### Alternate Delivery

This program is available to students on campus and to students studying at a distance by e-learning through Contact North | Contact Nord. Please note that students studying via Contact North | Contact Nord will be required to travel to lab locations (e.g out of town) on multiple occasions at their own expense.

### Career Opportunities

Social Service Workers are commonly employed by government agencies and social service agencies. Graduates are eligible to register with Ontario College of Social Workers and Social Service Workers. Web site: <http://www.ocswssw.org/>.

### Provincial Registration

In order to practice in Ontario as a "Social Service Worker" or a "Registered Social Service Worker", graduates must apply for registration in the Ontario College of Social Workers and Social Service Workers (OCSWSSW). Graduates of the SSW program will meet the education requirement for registration. For more information, please visit [ocswssw.org](http://ocswssw.org)

## Admission requirements

- Ontario Secondary School Diploma (OSSD)
- Grade 12 English (C, U) (Minimum 60% GPA required)
- Or equivalent

Mature students (applicants who do not have a secondary school diploma or equivalent and have reached the age of 19 years on or before the start of the program) must undergo English language comprehension and grammar testing prior to admission into a program and demonstrate through a prior learning assessment process (PLA) equivalency with the admission requirements. Call the Admissions Office at 705-235-7222 for details.

### **Additional admissions requirements**

Prior to fieldwork placement:

- A recent criminal/vulnerable sector reference check – (within 3 months) maybe required in Semester III of the program prior to the start of classes in January.

To be eligible for participation in field work practice, students must not have been convicted of any criminal offence for which that person has not been pardoned. An unpardoned criminal record may result in inability to participate in fieldwork practice courses and will prevent the student from graduating. Any costs for these tests/certifications will be the responsibility of the applicant.

In order to prepare you for fieldwork placement, you will be required to have a current résumé and cover letter. Fieldwork placement (FWP) agencies may require additional documentation in order for you to begin FWP. The specific documents will be made known to you in your Reflective Practice course.

It is important to note that this program requires a fieldwork component. While the intent is for placements to be arranged in the student's own community, when this is not possible, alternate communities will need to be considered. Students are responsible for the costs of travel to and from field work placement sites, parking costs, etc. A dress code is in effect during all lab practice sessions and during the field work component of the programs. All theory and lab course work must be successfully completed prior to field work placements.

A passing grade of 60% is required for all Community Services core courses and electives. To succeed in this program, students must be highly motivated, highly committed and physically and mentally fit.

## **Courses**

### **Semester 1**

- AA1083 Introduction to Research
- CM1913 Communications I – Module B
- NA1403 Social Work and First Nations People
- PS1163 Developmental Psychology
- SW1023 Introduction to Social Welfare
- SW1053 Social Work Practice I

### **Semester 2**

- CM2913 Communications II – Module B
- PS3033 Abnormal Psychology
- SW2013 Social Work Practice II Lab
- SW2023 Conflict Resolution/Mediation

- SW2033 Crisis Intervention
- SW2043 Social Work Community Practice
- SW2053 Social Work Practice II

### **Semester 3**

- AA3053 Understanding the Family
- AA3063 Building Family Support
- SW3003 Group Processes
- SW3013 Social Work Reflective Practice
- SW3053 Gerontology
- SW3073 Community Organization and Development
- SW3083 Social Work and the Law

### **Semester 4**

- SW4041 Social Work Fieldwork Placement II
- SW4031 Social Work Fieldwork Placement Seminar

### **Fees**

Tuition: Approximately \$1,511.42 per semester for 2018/19, plus ancillary fees. Please contact Northern College for 2019/20 fees.

### **Studyonline.ca link**

<https://studyonline.ca/program/social-service-worker>

### **For more information**

Contact: [communityservices@northern.on.ca](mailto:communityservices@northern.on.ca)

## Targeted Recruitment Initiative for the Royal Conservatory of Music: **6 Social**

April 2019



## Goals:

- Increase awareness of the 6 Social program across the province.
- Conduct targeted recruitment for the program, with the goal of increasing registrations for current offerings and increasing likelihood of increases in future offerings.
- Provide a one-month 'snapshot' of the reception and feedback to the program from across the province, as well as likelihood for future requests for information, promotion and enrolment.

## Summary of Contact North | Contact Nord activity:

- Each centre conducted research for the targeted recruitment within their territories based on the target markets.
- Additionally, each centre shared the information broadly with contacts from local organizations in the community to create more awareness of the programs.
- Multiple centres created scheduled posts to their centre Facebook pages.
- Flyers/information for the programs were shared via e-mail, phone, face-to-face meetings and presentations to:
  - Teachers
  - School board – administration & leaders
  - Educational Assistants, ECEs and faculty of education students
  - Employment contacts
  - Other (includes general client list, for word of mouth sharing, organizations who may refer clients, people met at events such as multi agency meetings, etc.)
- Hard copies of flyers were available at all centres.
- Online Learning Recruitment Officers presented this course to all interested clients, as a study option for the potential student to review.



## General results:

	Teachers	School board – admin. & leaders	Educational Assistants, ECEs and faculty of ed. students	Employment contacts	Other	Totals
e-Mails	397	223	228	927	1411	3186
Drop-offs	68	18	20	64	40	210
Meetings/ presentations	5	5	2	53	2	67
Confirmed Registrations	0	0	1	0	0	1
Potential/ likely future registrations	3	0	1	1	0	5
Overall social media reach – all sectors				1307		

\* Please see appendix for comments from contacts, community partners, potential students and Contact North | Contact Nord staff

## Analysis of numbers:

- We had 1 confirmed registration during the period of the campaign (March 2019). This is not unusual, as a month is a short period of time for someone to learn about a program and register in it. We will continue to follow up with those who expressed interest in the program, to encourage them to apply.
- We anticipate at potential 5 registrations for upcoming intakes. This is not as strong as we had hoped for. In feedback received from the recruitment team, contacts within their communities and prospective students, the phrasing of the program description provided by the RCM was confusing. Both our recruitment team and prospective students thought the program was for children, not teachers, and didn't find the wording clear enough in showing the benefits of the program. We estimate that a number of potential students did not reach out for more information because they misunderstood the aim of the program.

## Next steps:

- Our Online Learning Recruitment Officers will continue to promote this program as a regular offering in interactions with clients in related fields, as well as look for opportunities to present it directly to larger pools of potential students.
- We recommend making new co-branded marketing materials with updated phrasing to better highlight the appropriate target groups, as informed by feedback from the groups.


## Social media statistics\*:



### Facebook

Performance for your post		
<b>600</b> People Reached		
<b>10</b> Reactions, comments & shares <sup>?</sup>		
<b>2</b> Like	<b>2</b> On post	<b>0</b> On shares
<b>1</b> Wow	<b>1</b> On post	<b>0</b> On shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>7</b> Shares	<b>7</b> On Post	<b>0</b> On Shares
<b>18</b> Post Clicks		
<b>4</b> Photo views	<b>2</b> Link clicks <sup>?</sup>	<b>12</b> Other Clicks <sup>?</sup>
<b>NEGATIVE FEEDBACK</b>		
<b>0</b> Hide Post	<b>0</b> Hide All Posts	
<b>0</b> Report as Spam	<b>0</b> Unlike Page	

### Twitter



**Contact North** @ContactNorth  
 Many students struggle with F2F relationships in the classroom. 6 Social helps grade 4-12 students develop social skills & thinking processes needed to interact with classmates and work through assignments.  
 6 Social #onlinelearning #teaching  
<http://ow.ly/5nC550oLC4F> [pic.twitter.com/3jMJIMiAxm](http://pic.twitter.com/3jMJIMiAxm)

Impressions  
 times people saw this Tweet on Twitter

307

\* Statistics are from the corporate Contact North | Contact North social media pages, and are not included in the social media reach of individual territories, as listed in the general results table.

## Appendix – Comments about the 6 Social program and the targeted recruitment campaign

Online Learning Recruitment Officers have the opportunity to share any comments they may have or have received from interested parties during the duration of the campaign. The comments below are presented in an unedited format. The community in which the commentator resides is found in brackets at the end of each comment, to give you a better idea of the provincial reception of the course. If the comment was from an external source, that is also indicated in the bracket.

- Seemed like it was for kids. (Oxford Waterloo)
- Guidance counsellors showed zero interest in it when I tried talking about it. (Elgin Middlesex)
- Found this one hard to promote as I didn't understand what the modules would actually focus on, and what the real benefit was. I found the overview hard to understand. If I had been asked "What kind of tools will I learn?", or, "What are the tools?", I would not have been able to explain it. (Elgin Middlesex)
- Interesting program. (Greenstone)
- Created some interest and sparked conversations within my Ontario Works caseworker when I posted this TRC in their lunch room. (South Simcoe York)
- Pick Studio, a music store, loved the teaching style. A follow-up meeting was scheduled. (Grey-Bruce)
- VPI employment loved program and e-mailed to their clients. (Grey-Bruce)
- Librarians were very pleased to read this flyer and display it at counters. (Grey-Bruce)

# Find fresh entry points INTO THE CURRICULUM



Shaped by online interactions, many students struggle with face-to-face relationships in the classroom, and often find it hard to commit sustained attention to schoolwork

**6 Social helps grade 4-12 students develop social skills and thinking processes needed to interact with classmates and work through assignments.**

To draw students in, students begin by choosing a community or classroom challenge that affects them directly, such as bullying or online racism.

In teams, they unpack the problem, sharpening their research skills, and revisiting assumptions frequently as they develop solutions.

Later, students apply the process to all subject areas, becoming more proactive, cooperative, and resilient in their learning.

- Build stronger relationships
- Develop a growth mindset
- Find fresh entry points into curriculum
- Gain a stronger sense of purpose in their learning



**The Royal Conservatory**  
The finest instrument is the mind.

For more information, call your Contact North | Contact Nord Online Learning Recruitment Officer, **FirstName LastName**, at **1-855-###-####** or e-mail [centrelocation@contactnorth.ca](mailto:centrelocation@contactnorth.ca).



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**Student Information Hotline: 1-877-999-9149**



[studyonline.ca](http://studyonline.ca)

# 6 SOCIAL



## About the program

Transform your classroom and the way that you can connect with your students. Our online sessions explore a concrete, classroom-ready framework designed to make teachers' jobs easier.

Teachers discover a process that leverages students' interest in the world around them and the challenges that they are facing as a way to get all learners on side and drive high levels of engagement with core curriculum and self development. It includes tools to help assess core competencies and get students "future-ready".

This program offers a framework to help teachers of every grade level find new entry points to connect with their students and engage them in learning and self-development.

This highly collaborative, interactive process brings educators across the country into our online learning sessions, where they can discuss challenges and issues with their peers, and work with and learn from each other.

Program is offered online via videoconferencing with asynchronous content to support 24/7 access.

**The next registration periods are Spring and Fall 2019.**

## Admission requirements

This program is available to all in the educational field:

- Teachers
- Educational assistants
- Administrators
- School support staff
- Teacher candidates

## Fees

Each module is \$75.

## Program of studies

- 6 Social Community Challenges Module
- Digital Storytelling Module

Note: More modules are planned for the future

## Studyonline.ca link

<https://studyonline.ca/program-detail?pid=50849&nav=1>

## For more information

Contact John Scully, 6 Social Online Learning Leader, at 416-408-2824, ext. 298 or [john.scully@rcmusic.ca](mailto:john.scully@rcmusic.ca).

Targeted Recruitment Initiative  
for Ryerson University, Chang School of  
Continuing Education:

### **3 Health & Safety Certificates**

November 2018



## Goals:

- Increase awareness of the 3 Health & Safety Certificate programs across the province.
- Conduct targeted recruitment for the program, with the goal of increasing registrations for current offerings and increasing likelihood of increases in future offerings.
- Provide a one-month 'snapshot' of the reception and feedback to the program from across the province, as well as likelihood for future requests for information, promotion and enrollment.

## Summary of Contact North | Contact Nord activity:

- Each centre conducted research for the targeted recruitment within their territories based on the target markets.
- Additionally, each centre shared the information broadly with existing students and local organizations in the community to create more awareness of the program.
- Multiple centres created scheduled posts to their centre Facebook pages.
- Flyers/information for the program were shared via e-mail, phone, face-to-face meetings, and presentations to:
  - Manufacturing industries
  - Construction companies
  - Healthcare facilities
  - Employment contacts
  - Others (includes general client list, for word of mouth sharing, organizations who may refer clients, people met at events such as job fairs, etc.)
- Hard copies of flyers were available at all centres.
- Online Learning Recruitment Officers presented this program to all interested clients, as a study option for the potential student to review.



## General Results

	Manufacturing industries	Construction companies	Healthcare facilities	Employment contacts	Other	Totals
e-Mails	314	94	219	1267	4032	<b>5926</b>
Drop-offs	37	17	30	86	75	<b>245</b>
Meetings/ presentations	6	8	3	7	3	<b>27</b>
Confirmed registrations	0	0	0	1	0	<b>1</b>
Potential/ likely future registrations	6	5	4	2	17	<b>34</b>
Overall social media reach – all sectors			<b>6552</b>			

\* Please see appendix for comments from contacts, community partners, potential students and Contact North | Contact Nord staff.

### Analysis of numbers:

- We had 1 confirmed registration during the period of the campaign (November 2018). This is not unusual, as a month is a short period of time for someone to learn about a program and register in it. We will continue to follow up with those who expressed interest in the program.
- We anticipate at least 34 registrations for upcoming intakes. This is a very strong number for a one month campaign, and highlights the appeal of the programs.
- Of particular note is the fact that the potential future registrations come from a wide variety of fields and target groups. This indicates that the programs are seen as valuable and applicable to multiple sectors.

### Next Steps

- Our Online Learning Recruitment Officers will continue to promote these programs as regular offering in interactions with clients in related fields, as well as look for opportunities to present them directly to larger pools of potential students.

## Appendix – Comments about the 3 Certificates in Health & Safety Targeted Recruitment Campaign

Online Learning Recruitment Officers (OLROs) have the opportunity to share personal comments, or comments received from potential students during the campaign. Comments are not a mandatory component of the OLROs campaign report, but they are encouraged. Comments are copied and pasted as shared. The location of the OLRO sharing the information is in brackets after the comment; the locations provide us with an idea of how the course is being received across the province. If the comment was from an external source, that is also indicated in the bracket.

- Gravenhurst Chamber of Commerce shared the “Occupational Health and Safety Leadership” flyer in their e-blast to over 300 members. Did not include these numbers in the statistics. (Bracebridge)
- Cost was too high. (Cornwall)
- Provided info to Corbiere Constuction and Kenjgewin Teg’s Trades Manager. Possible future registrations. (Manitoulin Island)
- New managing director Northumberland Manufacturers Association agreed to share in upcoming ShopTalk e-newsletter to all membership. Noted details of these programs would reach approximately 70 local business/manufactuers with more than 210 individuals receiving newsletter. (Northumberland)
- Myself and one other member of my H&S team are interested - Correctional Officer. (Grand River)
- Port Hope District Chamber of Commerce posted on e-newsletter to all members. (Northumberland)
- Communications Director at Algoma Steel relayed the flyer to the H&S managers. They will be in touch if they have staff eligible for training in January. (Sault Ste. Marie)
- Shared with Health and Safety team members. (Shelburne)
- Employment coach thought would be a valuable asset for current job seekers. (Shelburne)
- “Great, thanks for the info. Sent it out to our teams also, so all RTWS have this info now!” (Return to work specialists, WSIB) “I will mention these to the LCAE group in Tuesday’s meeting.” (London Council for Adult Education) “I have forwarded this e-mail to my coworkers out of the London office. We have had a lot of interest from injured workers wanting to pursue this as a new suitable occupation.This is rather timely!” (WSIB) (Elgin Middlesex)
- Hermans Roofing Supply thought the course was really interesting and will keep the flyer handy to give to their clients, if needed. (Chatham Kent Lambton)

CERTIFICATE IN ADVANCED  
SAFETY MANAGEMENT



CERTIFICATE IN OCCUPATIONAL  
HEALTH AND SAFETY



CERTIFICATE IN OCCUPATIONAL  
HEALTH AND SAFETY LEADERSHIP



# Certificate in ADVANCED SAFETY MANAGEMENT

Online learning with local support  
in your community



## The Chang School's Certificate in Advanced Safety Management is ideal for:

- Graduates of the certificate in Occupational Health and Safety
- Experienced occupational health and safety practitioners
- People who direct Occupational Health and Safety (OHS) management systems in their workplaces

This program will set you on a course to a full understanding of advanced, safety-specific topics in the context of OHS. You'll gain the tools you need to succeed as an OHS coordinator/manager at the top of your field!

Complete the certificate on campus, through the convenience of distance education, or through a combinatory of both modes.

The Chang School's Winter 2019 term starts the week of January 14.

Ryerson  
University

The Chang School  
of Continuing  
Education

For more information, please call your Contact North | Contact Nord Online Learning Recruitment Officer, **FirstName LastName**, at **1-855-###-####** or e-mail [centrelocation@contactnorth.ca](mailto:centrelocation@contactnorth.ca).

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**Student Information Hotline**  
**1-877-999-9149**



[Facebook.com/ContactNorth](https://www.facebook.com/ContactNorth)

[studyonline.ca](http://studyonline.ca)

# Certificate in OCCUPATIONAL HEALTH AND SAFETY LEADERSHIP

**Online learning with local support  
in your community**



Are you a graduate of The Chang School's Certificate in Occupational Health and Safety and/or Certificate in Advanced Safety Management?

Are you looking to meet the requirements of the Board of Canadian Registered Safety Professionals (BCRSP) and get prepared to take the CRSP® Examination?

Register for The Chang School's new Certificate in Occupational Health and Safety Leadership!

Learn from industry experts and gain knowledge to lead health and safety from a business perspective. Courses will focus on project management, leadership, ethics, and ability management.

The Chang School's Winter 2019 term starts the week of January 14.

**Ryerson  
University**

**The Chang School  
of Continuing  
Education**

For more information, please call your Contact North | Contact Nord Online Learning Recruitment Officer, **FirstName LastName**, at **1-855-###-####** or e-mail [centrelocation@contactnorth.ca](mailto:centrelocation@contactnorth.ca).

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**Student Information Hotline  
1-877-999-9149**



[Facebook.com/ContactNorth](https://www.facebook.com/ContactNorth)

**[studyonline.ca](http://studyonline.ca)**

# Certificate in OCCUPATIONAL HEALTH AND SAFETY

Online learning with local support  
in your community



The Chang School's Certificate in Occupational Health and Safety is acknowledged as the forerunner of OHS education in Canada. It is ideal for:

- People interested in beginning a new career in this field
- Those assigned to direct occupational health and safety programs at their workplaces, but who lack the fundamental training in this area
- Members of joint health and safety committees who wish to add to their knowledge base

By completing this program, you'll meet the education components required for certification as a Canadian Registered Safety Technician (CRST). You may use it to ladder into the Certificate in Advanced Safety Management and/or the Certificate in Occupational Health and Safety Leadership.

Take courses on campus, through the convenience of distance education, or through a combinatory of both modes. Numerous courses are also offered in intensive format to help you accelerate your studies.

The Chang School's Winter 2019 term starts the week of January 14.

Ryerson  
University

The Chang School  
of Continuing  
Education

For more information, please call your Contact North | Contact Nord Online Learning Recruitment Officer, **FirstName LastName**, at **1-855-###-####** or e-mail [centrelocation@contactnorth.ca](mailto:centrelocation@contactnorth.ca).

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[studyonline.ca](http://studyonline.ca)

# CERTIFICATE IN **Advanced Safety Management**



## About the program

Note: This program may be completed entirely at a distance. Visit The Chang School's [distance education website](#) for more information.

Completing the Certificate in Advanced Safety Management will set you on a course to a full understanding of advanced, safety-specific topics in the context of occupational health and safety (OHS). You'll gain the tools you need to succeed as an OHS coordinator/manager at the top of your field.

This program was developed in cooperation with the Ryerson School of Occupational and Public Health. This is a unique offering of safety management courses that are part of the Bachelor of Applied Science degree in the Occupational Health and Safety option within the School of Occupational Health and Public Health. It is applicable in all types of industries, and is designed for those who have completed Ryerson's Certificate in Occupational Health and Safety, or equivalent, and wish to expand their knowledge base and improve their skills.

## Admission requirements

It is recommended that applicants have the following:

- OSSD with six Grade 12 U or M credits, or equivalent, or mature status.
- Option 1: Successful completion of Ryerson Certificate in Occupational Health and Safety or its equivalent. **OR**
- Option 2: OSSD with six OAC credits or Grade 12 U or M credits, or equivalent, or mature student status, and five years of professional experience in a field relevant to occupational health and safety, plus successful completion of these courses:
  - COHS 208 Occupational Health: Occupational Health and Safety Law
  - COHS 718 Occupational Health: Systems Management I

Note: Students who successfully apply for admission to the degree program will be permitted advanced standing in the degree program for only those courses that they have successfully completed in either of these two certificate programs. Therefore, students who intend to pursue the degree program should choose Option 1 above.

## Fees

Course [fee](#) information is available online.

## Studyonline.ca link

<https://studyonline.ca/program/advanced-safety-management>



### For more information

Contact The Chang School at 416-979-5035, or e-mail [ce@ryerson.ca](mailto:ce@ryerson.ca). For specific information related to the Certificate in Advanced Safety Management, please visit [ryerson.ca/ohs](http://ryerson.ca/ohs) or contact Craig Fairclough, Academic Coordinator, at [cfairclo@ryerson.ca](mailto:cfairclo@ryerson.ca).

The Chang School's Winter 2019 term starts the week of January 14.

# CERTIFICATE IN **Occupational Health and Safety Leadership**



## About the program

In Fall 2018, The Chang School launched the new Certificate in Occupational Health and Safety Leadership.

The goal of this program is to satisfy the BCRSP academic requirements for prospective designation holders to take the board exam. In addition to the other occupational health and safety certificates offered by The Chang School (i.e., Certificate in Occupational Health and Safety and Certificate in Advanced Safety Management), students will be better prepared to successfully complete the BCRSP designation exam.

The program also allows students to learn from industry experts and gain knowledge to lead health and safety from a management perspective. Courses focus on project management, leadership, ethics, and ability management.

## Admission requirements

Eligible applicants must have the following:

- Certificate in Occupational Health and Safety, Certificate in Advanced Safety Management, or equivalent.

## Fees

Course [fee](#) information is available online.

## Studyonline.ca link

<https://studyonline.ca/program/occupational-health-and-safety-leadership>

## For more information

Contact The Chang School at 416-979-5035, or e-mail [ce@ryerson.ca](mailto:ce@ryerson.ca). For specific information related to the Certificate in Occupational Health and Safety Leadership, please visit [ryerson.ca/ohs](http://ryerson.ca/ohs) or contact Craig Fairclough, Academic Coordinator, at [cfairclo@ryerson.ca](mailto:cfairclo@ryerson.ca).

The Chang School's Winter 2019 term starts the week of January 14.

# CERTIFICATE IN **Occupational Health and Safety**



## About the program

Note: This program may be completed entirely at a distance. Visit The Chang School's [distance education website](#) for more information.

The Certificate in Occupational Health and Safety is highly respected throughout the field. By completing it, you'll meet the education components required for certification as a Canadian Registered Safety Technician (CRST). You may also use it to ladder into the Certificate in Advanced Safety Management and/or the Certificate in Occupational Health and Safety Leadership.

Six of the eight courses can be applied toward the bachelor of science degree in occupational health and safety offered through Ryerson's School of Occupational and Public Health.

## Admission requirements

It is recommended that applicants have the following:

- OSSD with six Grade 12 U or M credits, or equivalent, or mature status.

## Fees

Course [fee](#) information is available online. The Winter 2019 term starts the week of January 14, 2019.

## Studyonline.ca link

<https://studyonline.ca/program/occupational-health-and-safety-5>

## For more information

Contact The Chang School at 416-979-5035, or e-mail [ce@ryerson.ca](mailto:ce@ryerson.ca). For specific information related to the Certificate in Occupational Health and Safety, please visit [ryerson.ca/ohs](http://ryerson.ca/ohs) or contact Craig Fairclough, Academic Coordinator, at [cfairclo@ryerson.ca](mailto:cfairclo@ryerson.ca).

The Chang School's Winter 2019 term starts the week of January 14.

## Testimonials

"This certificate program has provided a solid foundation which allowed me to advance my studies in OHS, in addition to providing my employer with a higher degree of professionalism. The university location is convenient, plus the class times fit my schedule. The biggest challenge for me was time management; finding the right balance between, family, work, and school. Taking the courses online helped me achieve that balance."

– Ken Rubello, Learner, Certificate in Occupational Health and Safety

## Targeted Recruitment Initiative for Seneca College: **Fitness Leadership Certificate**

June 2019



# Seneca

## Goals:

- Increase awareness of the Fitness Leadership Certificate program across the province.
- Conduct targeted recruitment for the program, with the goal of increasing registrations for current offerings and increasing likelihood of increases in future offerings.
- Provide a one-month 'snapshot' of the reception and feedback to the program from across the province, as well as likelihood for future requests for information, promotion and enrolment.

## Summary of Contact North | Contact Nord activity:

- Each centre conducted research for the targeted recruitment within their territories based on the target markets.
- Additionally, each centre shared the information broadly with contacts from local organizations in the community to create more awareness of the programs.
- Multiple centres created scheduled posts to their centre Facebook pages.
- Flyers/information for the programs were shared via e-mail, phone, face-to-face meetings and presentations to:
  - Sports & fitness clubs or associations
  - Wellness/holistic/natural therapy centres
  - Coaches & personal trainers
  - Employment contacts
  - Other (includes general client list, for word of mouth sharing, organizations who may refer clients, people met at events such as multi agency meetings, etc.)
- Hard copies of flyers were available at all centres.
- Online Learning Recruitment Officers presented this course to all interested clients, as a study option for the potential student to review.

## General results:

	Sports & fitness clubs or associations	Wellness/ holistic/ natural therapy centres	Coaches & personal trainers	Employment contacts	Other	Totals
e-Mails	369	126	138	5337	1208	7178
Drop-offs	100	47	25	119	34	325
Meetings/ presentations	5	1	4	8	26	44
Confirmed Registrations	0	2	0	0	0	2
Potential/ likely future registrations	5	2	5	6	25	43
Overall social media reach – all sectors				4812		

\* Please see appendix for comments from contacts, community partners, potential students and Contact North | Contact Nord staff

## Analysis of numbers:

- We had 2 confirmed registrations during the period of the campaign (June 2019). This is a bit unusual, as a month is a short period of time for someone to learn about a program and register in it. We will support the two students in the registration process, and will continue to follow up with those who expressed interest in the program, to encourage them to apply.
- We anticipate a potential 43 registrations for upcoming intakes. This is a very strong number and we will work with each potential student to encourage registration in the program.
- Of particular note is that the majority of potential students come from the 'other' category. This indicates broad interest in the program, and that it is viewed as beneficial for people in many different areas of employment.

## Next steps:

- Our Online Learning Recruitment Officers will continue to promote this program as a regular offering in interactions with clients in related fields, as well as look for opportunities to present it directly to larger pools of potential students.



## **Appendix – Comments about the Fitness Leadership Certificate program and the targeted recruitment campaign**

Online Learning Recruitment Officers have the opportunity to share any comments they may have or have received from interested parties during the duration of the campaign. The comments below are presented in an unedited format. The community in which the commentator resides is found in brackets at the end of each comment, to give you a better idea of the provincial reception of the course. If the comment was from an external source, that is also indicated in the bracket.

- [Distributed to] Rick's Muscle World. (Hearst District)
- No fitness/sports clubs in my territory. (Greenstone)
- Her Fitness owner shared [the program information]. (Lake of the Woods North)
- Forwarded internally with GoodLife #4201 - Newmarket. (South Simcoe – York)
- Forwarded to both Chiropractic PLUS - Newmarket, and Natalie Haluska, a holistic practitioner in Simcoe Region. (South Simcoe – York)
- “Very cool course!” – Employment counselor. (Chatham Kent Lambton)
- Shared with libraries. (Elgin Middlesex)
- Forwarded to a student that is currently in their final semester of a Recreational Therapy program. (South Simcoe – York)

# Be "well" ON YOUR WAY



**Seneca College's Fitness Leadership Certificate prepares you for careers requiring leadership to organize, develop and manage fitness and wellness programs.** The program reflects the guidelines for the training of fitness leaders established by existing advisory boards and professional organizations. It's fully online and features a field placement as the last course to encourage the application of skills gained in the program.

- No application process
- Fully online program, start three times a year: September, January or May
- Placement internship of 80+ hours to apply skills in a real fitness or wellness setting
- Take just one course, or complete the entire certificate – it's up to you!
- Continue your studies in the Fitness and Health Promotion Diploma
- Experienced facilitators who are experts in their fields

## Seneca

For more information, please contact your Contact North | Contact Nord Online Learning Recruitment Officer, **FirstName LastName**, at **1-855-555-5555** or e-mail [centrelocation@contactnorth.ca](mailto:centrelocation@contactnorth.ca).

**Get your degree, diploma or certificate or upgrade your skills online without leaving your community.**

**Student Information Hotline: 1-877-999-9149**



[studyonline.ca](http://studyonline.ca)

**Be "well"**  
ON YOUR WAY



**Seneca**

## About the program

Seneca College's Fitness Leadership Certificate prepares students in careers requiring leadership to organize, develop and manage fitness and wellness programs for individuals and in corporate and commercial settings. The program reflects the guidelines for the training of fitness leaders established by existing advisory boards and professional organizations. Available fully online, this program features a field placement as the last course to encourage the application of skills gained in the program.

This Fitness Leadership Certificate program trains students both theoretically and practically, which will help prepare them to pursue certification exams for:

- Canfitpro
- Canadian Personal Training Network (CPTN)
- Canadian Fitness Education Services

Individuals wishing to pursue a full-time or part-time career in the fitness field in one or more of the following areas: fitness appraisal, exercise prescription, fitness class instruction, personal training, lifestyle counselling and fitness management. Students researching this field should note that employers may seek other additional certifications from agencies with accreditation standards.

Students who complete this program may also wish to continue their studies in the Fitness and Health Promotion Diploma.

## Admission requirements and registration

No application process. Start three times a year: September, January or May.

## Program of studies

- FHP101 Anatomy and Physiology
- FHP103 Group Exercise Leadership
- FHP104 Nutrition
- FHP201 Exercise Physiology and Life Diseases
- FHP102 Fitness Assessment
- FHP202 Exercise Prescription
- FHP402 Exercise Counselling
- FHP407 Field Placement \*complete last in the program

## Fees

Proceed through the program at your own pace, registering on a course-by-course basis. Each course is roughly \$400.

## Program link

<https://studyonline.ca/program-detail?pid=48223&nav=1>

## For more information

Barbara Pimenoff, Program Coordinator  
e-Mail: [Barbara.Pimenoff@senecacollege.ca](mailto:Barbara.Pimenoff@senecacollege.ca)  
Phone: 416-491-5050, ext. 24019

## Testimonial

### Alanna Tasios

It started as a desire to keep health and fitness as part of her life. Where her journey led her, Alanna never would have imagined.

#### WHAT INSPIRED ME

“When you’ve played hockey for most of your life, there is a part of you that will always be interested in health and fitness. After my playing days were behind me, I realized that it was still an important part of my life, and knew that this was a career path I wanted to pursue. And so I enrolled in the Health and Fitness Leadership program at Seneca. My teachers at Seneca were instrumental in helping me turn what I loved to do into a career path I never thought possible. They showed me how to trust myself, how to let my passion and my instincts guide me in the right direction for my career and my life.”

#### HOW FAR I’VE GONE

“My experience at Seneca opened many doors. It led me to opportunities in the field of sports medicine, including the chance to work in the Bahamas with a sports medicine doctor. I was working with people who had sports backgrounds just like mine, but who were now dealing with injuries or rehabbing to get back to playing. And I saw in many of these people – especially women – so much fear and doubt in their own abilities. That was when I realized I wanted to make a change: I wanted to help women to be their best self.”

#### WHERE I’M GOING NEXT

“Since then I have gone on to start my own business as a certified Integrative Health and Lifestyle Coach. I work with women who are looking to make big changes in their lives but don’t have the support to do so. Whether it has to do with their relationships, their careers, their spirituality or their physical fitness and nutrition, I help women set the goals to make those changes, and provide them with the guidance they need along the way. I’ve also helped launch On The Run Meals, an organic meal prep and delivery business. My position as Vice President of Operations helps me interact with all clients on a deeper level by integrating my health coaching. Changing lives is so rewarding. Watching people get out there and get what they deserve, it feels so great to know that I was a part of that.”

### Courses

MKT-1153	Marketing a Trades Business
FIN-1153	Finance for the Trades
HRM-1153	<i>Human Resource Management</i>
TRD-1023	Operating a Trades Business
PHL-1153	Ethical and Legal Issues in the Trades
BUS-1253	Business Planning for Tradespersons

### Trades Entrepreneurship

Students in the Trades - Entrepreneurship online certificate focus on developing their entrepreneurial competencies and skills. The program focuses is on key functional areas of business related to entrepreneurship, including business planning, operations, innovation, marketing and finance, as well as legal and ethical considerations. Through experiential learning, students develop essential practical skills needed to improve existing operations and develop new small businesses.

### Courses

MKT-1153	Marketing a Trades Business
FIN-1153	Finance for the Trades
TRD-1023	Operating a Trades Business
MTR-3003	<i>Emerging Trends &amp; Innovation in the Trades</i>
PHL-1153	Ethical and Legal Issues in the Trades
BUS-1253	Business Planning for Tradespersons