








Academic Quality

1. Innovative, Quality Programs for Academic Excellence



Add New Programs: The primary driver of rapid revenue growth is new programs.

Action/Strategy	Measurable/Milestone	Status
Launch new CPE programs	5 new programs	 Progressing
New program concepts for Provost approval	3 new concepts by August 15, 2019 and 2 more by Mar 31, 2020	 On Track
Develop new YUELI program	1 new program	 On Track

Boost Enrolment and Retention: The other major driver of revenue growth is enrolment in public programs. The school will implement best practices in program differentiation, marketing, prospect management, conversion, service, retention and re-sales in t

Action/Strategy	Measurable/Milestone	Status
Increase Enrolment in YUELI Pathway programs	649 in Destination York 443 in Pre-Destination York 324 in YU Bridge 1614 in Academic Program	 Completed
Increase conversion rate from lead to student	Increase by 10%	 On Track
Re-branding of School	Complete re-branding	 Progressing
Launch new website	Content/database driven website with new branding goes live.	 Progressing

Drive Students to York Degrees: The School of Continuing Studies will recruit students to York degree programs through YUELI programs, through certificate programs that ladder to degrees, through bridging programs, and through direct recruitment of adult

Action/Strategy	Measurable/Milestone	Status
Meet YUELI Conversion target 2019	Convert 1000 students to York from YUELI	 On Track
Meet YUELI Conversion target 2020	19-20 target TBD	 Progressing

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2. Advancing Exploration, Innovation and Achievement in Scholarship, Research and




Ensure that the School of Continuing Studies is offering relevant, market driven programs.

Action/Strategy	Measurable/Milestone	Status
Meet program/course development / redevelopment timelines	Perform 5 post-launch program reviews.	 On Track

Student Success

4. A Student-Centred Approach





The School of Continuing Studies will strive to change the prevailing mind set on campus that YUELI and Continuing Professional Education students are "not York" students.

Action/Strategy	Measurable/Milestone	Status
Develop a service level agreement with VP Students that will ensure the School's students have access to the same services as degree students.	Draft SLA in place	 Progressing
Develop a service level agreement with Libraries that will ensure the School's students have access to the same level of services as degree students.	Draft SLA in place	 On Track
Ensure that the School's students have access to transit discounts that are equivalent to those available to degree students.	Draft SLA in place	 Progressing

Enabling the Plan

7. Enabling the Plan

Build Scalable Infrastructure: The school will develop a scalable infrastructure of people (organizational structure, new roles, new hiring, training, performance management), technologies (CRM, CMS, SIS and telephone systems), processes (prospect managem

Action/Strategy	Measurable/Milestone	Status
Implement Scalable Space Plan	Plan exists and is operationalized	 Completed
Implement Destiny One Registration System	System goes live	 On Track
New Building for School	Keep project on budget and on track for spring 2021 move in. Finalize design and shovel in the ground.	 Progressing
Implement CRM with marketing automation and call centre technology	CRM is live with marketing automation and call centre technology	 Progressing

Integrated Resource Plan 2018-2019

School of Continuing Studies

PLANID: 1094

Develop IT Strategic Plan for the School

Completed plan in hand

 Progressing

Develop support service infrastructure

Experiential learning by Aug 31 On-line & blended program support by Oct 31
Career Services by Mar 31

 Progressing

Key performance indicators

Real time KPI reporting to SMT

 Progressing

