

DIVISION: Division of the VP Academic and Provost

UNIT: School of Continuing Studies

PLAN ID: 1258

1. 21st Century Learning

Introduce new online delivery for YUELI programs

Action/Strategy:

Develop and pilot online program curricula

Measures/Metrics/Milestones:

Meet established timeline

Grow and diversify our international student body, while also diversifying our language program students outside of China

Action/Strategy:

Develop a bursary program for students in price-sensitive markets (LATAM, SEA, India) Conduct research to inform international recruitment strategy

Measures/Metrics/Milestones:

Bursary: report completed by November 2020; pilot implementation in January 2021

Research for F21 pipeline completed in September 2020

Contribute to meeting targeted number of students in pathway programs to 1,287

Diversification strategy - F22

Introduce a new delivery offering for our Professional Programs

Action/Strategy:

Launch a new online intensive program

Measures/Metrics/Milestones:

At least one program launched in March 2021

Expand our online delivery so that every Professional Program can be successfully delivered online

Action/Strategy:

Complete the instructional design work before each in-take in F21

Measures/Metrics/Milestones:

Complete by July 1 for the September and October 15 for the January in-takes

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Grow and diversify our international student body

Action/Strategy:

Deploy and online survey to better understand the key decision criteria of prospective international students around online learning

Measures/Metrics/Milestones:

Report on survey findings presented to the business units by June 2020

Improve our online learning experience

Action/Strategy:

Increase the speed and access of content for students who are learning virtually from international markets Identify gap analysis between current LMS with our desired future state Improve the reliability by assessing a cloud-based solution

Measures/Metrics/Milestones:

Pilot to improve access/speed launched in November 2020

LMS gap analysis completed by December 2020

Recommendation on future state Winter 2021

Increase the attractiveness of York's SCS

Action/Strategy:

Implementation of the branding project Redevelop the SCS website to improve UX and content management Develop and execute a digital marketing strategy, including the a digital campaign for each of CPE and YUELI

Measures/Metrics/Milestones:

Branding and website complete by January 2021

Digital marketing strategy, including execution of CPE and YUELI campaigns by September 2020

3. From Access to Success

More robust resources to assist international students

Action/Strategy:

Research best practices, develop a plan and implement those with the greatest value

Measures/Metrics/Milestones:

Plan completed by November 2020

Pilot implementation in January 2021

Provide a more personalized learning experience for students that will result in achieving the desired learning outcomes and improve overall student satisfaction.

Action/Strategy:

January 2021

Measures/Metrics/Milestones:

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Develop and implement an adaptive competency-based learning roadmap

Roadmap completed by April 2021

Pilot implementation in F22

Provide students with career advising

Action/Strategy:

Deploy a technology and human enabled career support ecosystem

Measures/Metrics/Milestones:

Technology platform piloted by March 2021

New career advisor role introduced by April 2021

5. Working in Partnership

Increase our Pan Canadian presence

Action/Strategy:

Establish partnerships with three blended learning partners

Measures/Metrics/Milestones:

2 new partners in Canada; 1 in the US

6. Living Well Together

Construct a new state of the art physical building, that offers an inspiring space for our students and staff.

Action/Strategy:

Ensure the new building is on-track, Classroom delivery in the Fall 2021 semester, including a classroom contingency plan

Measures/Metrics/Milestones:

Move-in between October-December 2021