



**EMBRACING
TRANSFORMATION**

CESBA Conference 2023
December 6-7

**ACCUEILLIR LE
CHANGEMENT**

Conférence de CESBA 2023
6-7 décembre



Simcoe County
District School Board

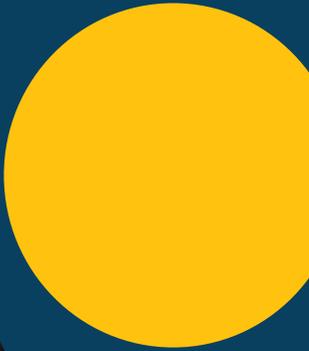
Principal of Adult and Continuing Education, Alison Chornobaj
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Research Analyst, Victoria Justason
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Marketing and Monitoring: A Novel Approach to A&CE Visibility and Performance Measurement



Why Marketing?

Why Monitoring?





Marketing

4 Ps

- What we offer (Product)
- Financial accessibility (Price)
- How we advertise (Promote)
- Where we access potential students in our communities (Place)





Monitoring

- New partnerships
- Supporting with an innovative mindset
- What are the strategies?
- How can these be monitored for impact?



1. GRADUATION

Marketing & Monitoring



System Contribution Strategies

SCDSB 81% 4-year Graduation Rate

- Night School
- Gr. 8 Reach Ahead courses
- Travel for credit
- Summer School
- Academic support/interventions
- Outreach e-learning (proactive intervention)



Unique strategies for Adult Learners

- Adult Dual Credit
- JR and SR PLAR
- Specialized programming (i.e., PSW)
- Co-operative education
- Acknowledgement of Skilled Trades certificates
- Leveraging LBS alongside Learning Centres



Advocating for Adult Learners

413 Diplomas for Adult Learners (2022-23)
117 Diplomas for System Adult Learners
296 Diplomas for Central North Correctional Centre (CNCC)

CNCC:

One third of CNCC learners
enrolled in the Ontario
Secondary School Course

Monitoring:

- Current data gaps
- Supporting novel data connections to track learners upon release
- Data collection to support decision-making



Demonstrating System Contributions

SCDSB 81% 4-year Graduation Rate (2021-2022)

Continuing Education Contributed **6 Percentage Points** to the System
Grad Rate Through Night School Credits

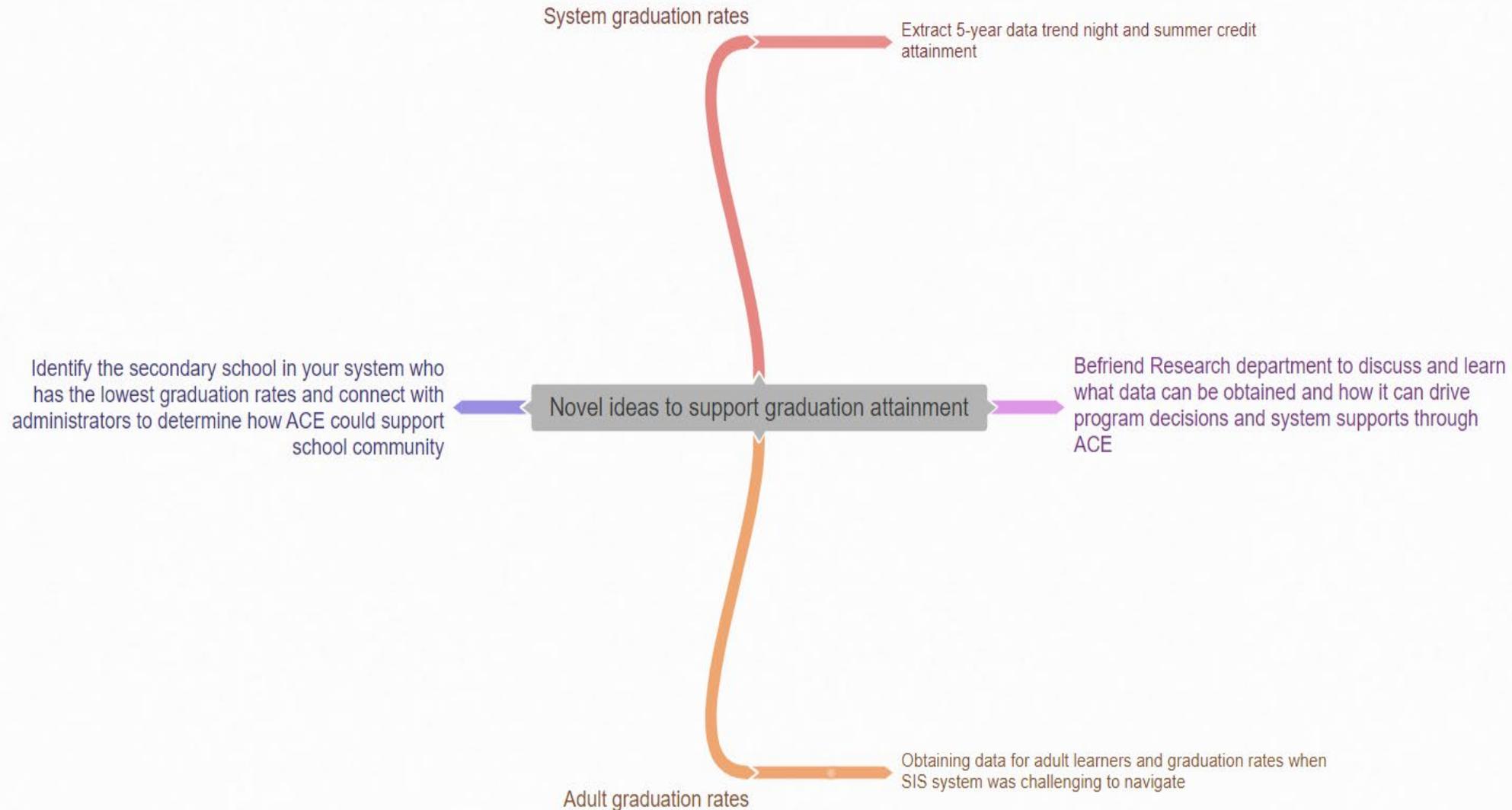
Night School Contributions:

- **8%** of graduates had a record of night school
- **9%** of all students had record of night school
- Night school credits are more frequently completed in the fourth year
 - Science, English, and Math
- Dual Credit was the top enrolled credit for students.

Central ACE Commencement



Mind Map Activity – example of ideas to post





2. INDIGENOUS
LEARNERS –
CREDITS AND
SUPPORTS



System Contributions

- Localized land-based Grade 9 Indigenous **reach-ahead credits**
 - 51 credits granted
July/ August 2022
- Specialized **transition events**
 - 270 Grade 8/9 students participated in July/August 2022
 - 22 Self-identified as Indigenous
- Seeking funding to open **NBE elearning** section to support in-board and out of board students
- Designing an authentic experiential **NBE 3E/C/U credit with travel partner** to bring awareness and wholistic meaning to learners; Indigenous and non-Indigenous



Adult Learners

- **Currently building relationships** with two local First Nation communities to have designated time to be on-site offering LBS support
- **Starting a new program** in collaboration with two local First Nation communities to provide accessibility to credit courses for Indigenous employees to support skill increase



Demonstrating System Contributions -Graduation Rates

- **Use system graduation rates** to determine the four-year and five-year graduation rates for student groups in a board (e.g., the four-year grad rate for self-identified Indigenous learners)
- This provides **context to advocate** for strategies within A&CE for student groups



Demonstrating System Contributions -Credit Accumulation

- **Use system credit accumulation results** for grade 11 and grade 12 students to determine the results for specific student groups that an initiative will impact (e.g., grade 11 credit accumulation for self-identified Indigenous learners)
- Provide evidence around a persistent difference in results when looking at one student group alongside system results
- This provides **context to advocate** for strategies within A&CE that will increase credit accumulation (e.g. localized land-based Grade 9 Indigenous **reach-ahead credits** – see slide 13)

3. REGISTERS



System Contributions

- Lunch/after school **Lit/Num supports**
 - 133 students engaged in some capacity between October 4 and November 24th in-schools
- **Parent/guardians:** how to support learners in literacy/ numeracy
 - Chai Night- 97 students and parents participated
- **New:** Community trades expo for students/families- Spring event
- **Numeracy evenings –** Commencing February



Adult Learners

- **Academic Supports:**

- **260** Adults engaged in some capacity between Sept 11 and October 30th (day-time offering)
- **45** Adults engaged in some capacity between October 11 and November 24 (evening offering)

- **Newcomers:** supporting the navigation of local systems
- New: hosting P.R. application **workshops**
- Employer spotlights- Career Centre
- **Parent/guardian** transition events
- **DEI community events:** Chai Night



Advocating for Adult Learners

Know your Demographics:

-Gender distribution

-Age distribution

-Proportion of adult learners that have a previous record of enrollment at the board (e.g., how many adult learners are returning to education, to the same board?)



What are the SCDSB Performance Measures?

SCDSB Performance Measures

1

Safe and Inclusive Learning Spaces

2

Achievement in Mathematics

3

Achievement in Literacy

4

Graduation and Transitions

5

Life After Secondary School

6

Environmental Practices and Outdoor Learning



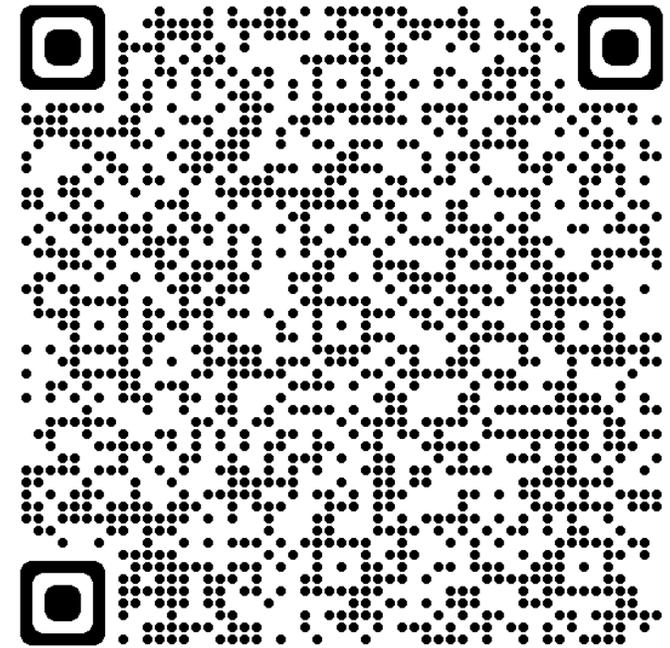
"If you look at history, innovation doesn't come just from giving people incentives; it comes from creating environments where their ideas can connect."

Steven Johnson, Science

"Innovation is seeing what everybody has seen and thinking what nobody has thought."

Dr. Albert Szent-Gyorgyi

Revisiting Our Mind Map



The background features several yellow geometric shapes: a circle in the top-left, a triangle in the top-center, a horizontal line and a vertical line forming an L-shape in the top-right, and a diagonal line in the bottom-right. A large dark grey circle is positioned on the left side of the slide.

Looking at our
completed mind map,
is there one idea of
interest to you?

Let's Work Together!



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