

CESBA West Region

Meeting of

March 1, 2019

Wheable Centre, London



@CESBAOntario



Agenda Review

- 9:15** ONSIS presentation + Q & A
- 10:00** Update from MTCU
- 10:30** **Break (15 min)**
- 10:45** Small group discussions:
- » Credit/PLAR Guidance
 - » LBS/ES
 - » ESL/FSL
- 11:45** Highlights from small groups
- 12:00** **Lunch (30 min)**
- 12:30** CESBA and Adult Education Strategy updates
- 1:15** Next CESBA West meeting (June 2019)
Evaluation and adjourn

OnSIS presentation via teleconference

Antonio Mollo OnSIS

Business Lead, Stakeholder Relations & Data
Collections,
Education Statistics & Analysis Branch,
Ministry of Education

Update from MTCU

Heather Cross

Manager, Program Coordination & Support,
West Region,
Ministry of Training, Colleges and Universities

Small group discussions

Credit/PLAR/Guidance

LBS/ES

ESL/FSL/LINC/CLIC

Questions for small groups

- What are the burning issues in Credit, LBS or ESL/FSL?
- What new policy or practice decisions have been made by EDU, TCU or MCCSS?
- What are the implications of these or other policy and or practice decisions on your A&CE programs?

CESBA Updates

- ❑ Government relations
- ❑ Membership renewal launching soon
- ❑ Conference 2019
- ❑ April 17 webinar with Sunil Johal:
'Skills, the Future of Work and Education

CESBA Updates continued

- New LBS curriculum

- EO Portal

- Other

 - PSWPA next steps

OSSD Campaign West region



**FINISHING YOUR
HIGH SCHOOL
DIPLOMA IS EASIER
THAN YOU THINK.**

cesba 



**TERMINER VOS
ÉTUDES SECONDAIRES
EST PLUS FACILE
QUE VOUS LE CROYEZ.**

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Update- Adult Education Strategy

Provincial Digital Campaign Results (to date)

Data as of: February 22, 2019

	November	December	January	February	TOTAL
Facebook clicks	189	129	135	200	653
Google clicks	115	108	350	350	923
Unique Website Visits	344	257	495	515	1,611

Facebook/Google Demographics by clicks



848 clicks
53.81%



728 clicks
46.19%

	Male	Female
18-24	115	103
25-34	294	213
35-44	245	235
45-54	174	165
55 +	20	12

Update- Adult Education Strategy

Western Region Digital Campaign Results (to date)

Data as of: February 22, 2019

	November	December	January	February	TOTAL
Facebook clicks	77	65	82	112	336
Google clicks	45	52	223	200	520
Unique Website Visits	185	127	350	385	1,047

Facebook/Google Demographics by clicks



456 clicks
53.27%



400 clicks
46.73%

	Male	Female
18-24	85	75
25-34	185	154
35-44	120	118
45-54	63	45
55 +	3	8

Update- Adult Education Strategy

Western Region Campaign Update

- We are currently reprinting the brochures and these will be delivered by the w/o March 11
- These reprinted brochures will be sent directly to the main board office or Con-Ed office and will be accompanied with a cover letter
- We are currently working on a toolkit which will contain social and digital images for your use. These will be arriving shortly.

Key Dates: mark your calendars!

- **Professional Development Day for Adult Credit and Continuing Education teachers**
April 2, 2019
- ***Skills, the Future of Work & Education*, webinar with Sunil Johal**
April 17, 2019
- **Deadline for CESBA Board nominations**
April 26, 2019
- **CESBA West Regional Meeting – location TBD**
June 13, 2019

Wrap-up

Don't forget to fill out your meeting evaluation!

Thank you/ Merci!