

# ecampus Ontario

2018-2019 ANNUAL REPORT

## INNOVATION AND ACTION





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# ABOUT ECAMPUSONTARIO

eCampusOntario was created with a bold mission to widen access to post-secondary online education and training in Ontario. By enhancing our members' capacity to advocate, innovate, educate and collaborate, eCampusOntario ensures learners benefit from an open and collaborative learning environment – one that is easy to explore, highly relevant to all stakeholders and purposefully designed to build a smarter Ontario.

## VISION

Be a centre of excellence and a global leader driving the evolution of teaching and learning through technology.

## MISSION

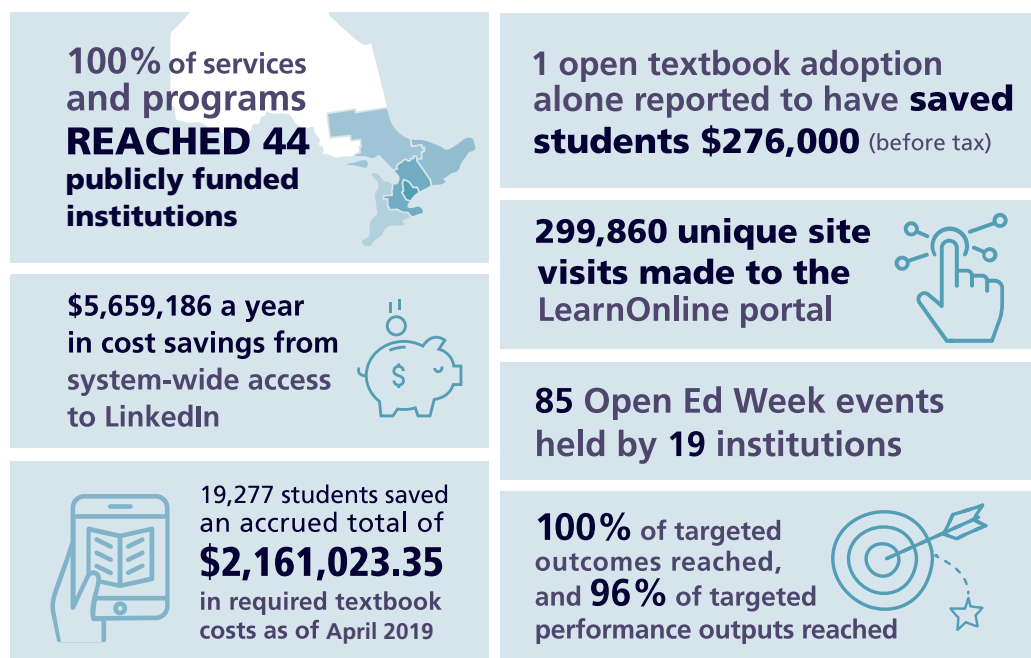
Work with member institutions, educators and learners to promote access, open practice, collaboration and innovation in online and technology-enabled learning that will enhance learners' experiences, support educator development and extend Ontario's global reach.

## VALUES

The power of the eCampusOntario community lies in our spirit of **open innovation**. For the past 5 years, we have championed open and flexible learning options for in-demand post-secondary programs and services across all 6 regions of Ontario. We strive to scale innovation for the public good by ensuring that all of our initiatives promote self-empowered learners and a skilled workforce.

Creation through shared **action** has been one of the hallmarks of our success. We are a product of our members' willingness to work hard for excellence. By exploring cutting-edge ideas with students, educators, leaders, systems partners and industry/employers, we transform innovative thinking into reality.

FIGURE 1: OUR INNOVATION AND ACTION BY THE NUMBERS



# MEMBERS

Our innovations and actions serve 45 publicly funded institutions across 6 geographic regions of Ontario.

## **NORTHWESTERN COLLEGES AND UNIVERSITIES**

Algoma University  
Confederation College  
Lakehead University  
Northern College  
Sault College

## **NORTHEASTERN COLLEGES AND UNIVERSITIES**

Cambrian College  
Canadore College  
Collège Boréal  
Laurentian University  
Nipissing University

## **SOUTHEASTERN COLLEGES AND UNIVERSITIES**

Algonquin College  
Carleton University  
La Cité Collégiale  
Loyalist College  
Queen's University  
Royal Military College of Canada\*  
St. Lawrence College  
University of Ottawa

## **SOUTHWESTERN COLLEGES AND UNIVERSITIES**

Fanshawe College  
Lambton College  
St. Clair College  
University of Windsor  
Western University



## **SOUTHCENTRAL COLLEGES AND UNIVERSITIES**

Brock University  
Conestoga College  
Fleming College  
Georgian College  
McMaster University  
Mohawk College  
Niagara College  
Sheridan College  
Trent University  
University of Guelph  
University of Waterloo  
Wilfrid Laurier University

## **CENTRAL COLLEGES AND UNIVERSITIES**

Centennial College  
Durham College  
George Brown College  
Humber College  
OCAD University  
Ontario Tech University  
Ryerson University  
Seneca College  
University of Toronto  
York University

**FIGURE 2: ONTARIO'S PUBLIC HIGHER EDUCATION INSTITUTIONS BY REGION**

-  Northwestern
-  Northeastern
-  Southeastern
-  Southwestern
-  Southcentral
-  Central

\*Federally funded and ineligible for most eCampusOntario initiatives

[www.oct.ca/about-the-college/council-election-2018/map-of-electoral-regions](http://www.oct.ca/about-the-college/council-election-2018/map-of-electoral-regions)

## MESSAGE FROM THE CO-CHAIRS

This has truly been a year of innovation and action for eCampusOntario.

As a catalytic agent and influential service provider with province-wide reach, eCampusOntario has proven its worth to the post-secondary system many times over. With consultation from the Board of Directors, eCampusOntario continues to provide innovative solutions for choice and collective gain in Ontario. Cost savings and increased efficiencies from their initiatives mean financial stability for the post-secondary education sector and a healthy, competitive environment that fosters future innovation and growth. eCampusOntario inspires us to imagine an affordable, modernized education system to meet the needs of learners who are preparing or upskilling for a changing workforce.

In only 5 short years, eCampusOntario has become Ontario's technology-enabled teaching and learning compass that our colleges and universities look to for innovative activities that benefit both students and the system.



**Judith Morris**  
Lambton College



**Dr. Franco Vaccarino**  
University of Guelph



# MESSAGE FROM THE CEO

2018-19 has been a year of change for Ontario and agility for eCampusOntario.

This past year we have seen many initiatives through to their successful conclusion. We funded 167 province-wide program, course, textbook, research and resource development projects that created 34 new certificate programs and 20 institutional and industry partnerships in high-demand industry areas such as business, health sciences and trades and apprenticeship training. With 19 member institutions we piloted 3 experiential learning, virtual lab, and micro-certification technologies, and reported on their outcomes and long-term potential.

With the Ministry of Training, Colleges and Universities' direction and support, we have achieved our annual goals by continuing to grow various system-wide initiatives.

- Our renewed digital library and added federated infrastructure for publishing together have provided a wealth of available open resources, whose adoptions have set impressive early records in savings for students and families.
- We have improved the LearnOnline portal's search experience, resulting in the site's increased use by Ontarians discovering thousands of flexible programs and courses.
- The increased uptake in shared educational technology services across the province is positioning Ontario as a leader and innovator in the higher education sector, demonstrating a model for creating aggregate savings through collective licensing.
- Our Student Experience Design (SXD) Lab and Ontario Extend programs continue to expand experiential and professional learning for Ontario's current and future workforce.
- We have partnered on numerous applied research projects, supporting the national survey on digital and online learning, promoting online learning quality guidelines developed and shared by colleagues in Alberta, and collaborating with the Higher Education Quality Council of Ontario (HEQCO) to understand LinkedIn Learning (formerly Lynda.com) patterns of use by a record number of post-secondary learners.

Looking forward, we will hit the ground running by building on past successes with eCampusOntario members to create exponential savings and efficiencies for Ontario. In particular, we will be rolling out more high-demand shared services, digital delivery initiatives, infrastructure and services and programs that promote skill development through flexible learning.

This annual report outlines eCampusOntario's outputs, impacts and overall performance in a dynamic provincial landscape. Listed as well are our shared services research reports, which are available on the [ecampusontario.ca](http://ecampusontario.ca) website.



**David Porter, Ed.D.**  
CEO

# HIGHLIGHTS OF ACCOMPLISHMENTS

## PAST AND CURRENT HIGHLIGHTS

eCampusOntario is guided by 3 key strategic directions set in the 2018-21 strategic plan:

1. Lead through open and collaborative practices;
2. Build system capacity through shared and collaborative services; and
3. Inspire innovation through investment and research.

We have operated funding programs in these directions to support the evolution of online and technology-enabled teaching and learning at Ontario colleges and universities.

## A SHIFT IN FOCUS

We began the year with the intention to carry out a Call for Proposals to members in Spring 2018. However, a 2018 government freeze on discretionary spending (including annual funding calls) led eCampusOntario to pivot to the following new priorities to prepare learners and upskill employees for high-demand labour markets:

- Identify existing open resources for Ontario Business and Nursing programs;
- Develop adaptive and digital learning models and resources to support the modernization of Trades and Apprenticeship training; and
- Expand the use of experiential learning technology for Francophone students.

## KEY FACTORS CRITICAL TO SUCCESS

The following key factors are critical to our accomplishments as an innovation catalyst and a system partner in Ontario.

- Clear definition of purpose
- Norms of quality based on established criteria
- Competent leadership
- Trusting partnerships and teamwork
- Comprehensive infrastructure and resource management
- Accurate measurement of performance and impact
- Transparent reporting and improvement efforts
- Effective bridging of perceived gap between academia and industry
- Accountability to members



# MEASURING OUR PERFORMANCE

Our innovations and actions have resulted in measurable outcomes for Ontario’s benefit. This report summarizes eCampusOntario’s performance over the 2018-19 fiscal year, tracking and measuring our performance against broader goals and aims. It also describes the meaningful progress we have made to shift the post-secondary education system towards a culture of innovation and technology-enabled learning.

## KEY PERFORMANCE INDICATORS

We measure with 4 key performance indicators (KPIs) our achievements with respect to the initiatives that fall within our 2018-21 strategic planning directions.

FIGURE 3: 2018-19 KEY PERFORMANCE INDICATORS (KPIs)



KPIs are specified based on the nature of each initiative and the number of targeted outputs met to achieve the performance outcome for each initiative.

# PERFORMANCE OUTCOMES SUMMARY

Our performance outcomes show what we have achieved and the benefit of those achievements for our members.

**Open collaboration** outcomes provide system-level support through the development of free, open and reusable tools and resources. Our Open Library, Open at Scale initiatives, and research support have provided scalable solutions for knowledge building and sharing and reduced costs for students.

**Shared and collaborative services** outcomes demonstrate the benefits of partnerships to promote technology usage and strengthen potential education-to-employment pathways for students. This year, our outcomes involved increasing teaching and learning resource access, exploring micro-certification and improving portal access, all of which builds system-wide capacity for a modern education system.

**Innovation** outcomes enable Ontario's education system to keep pace with a fast-changing world and economy. We innovated by providing quality professional learning for educators and high-demand experiential learning for students.

**Engagement** with members across all 6 regions of Ontario ensures equitable access to information and involvement in our initiatives. In 2018-19, our community engagement created a more knowledgeable and better networked educational ecosystem.

**TABLE 1: PERFORMANCE OUTCOMES**

<b>OPEN COLLABORATION</b> (Strategic direction 1)	<ol style="list-style-type: none"> <li>1. Develop a one-stop publishing infrastructure for unlimited-use teaching and learning resources</li> <li>2. Identify existing digital resources and explore adaptive learning for in-demand programs</li> <li>3. Support the development of an expanded national online learning survey</li> </ol>
<b>SHARED SERVICES</b> (Strategic direction 2)	<ol style="list-style-type: none"> <li>4. Demonstrate the value of a shared service license for LinkedIn Learning</li> <li>5. Create an academic and industry collaboration exploring VR labs, online experiential learning and micro-certification</li> <li>6. Facilitate the easy discovery of online programs and courses</li> </ol>
<b>INNOVATION</b> (Strategic direction 3)	<ol style="list-style-type: none"> <li>7. Provide students with experiential learning opportunities for employment</li> <li>8. Grow technology-enabled teaching abilities by delivering a professional learning medium-sized open online course (mOOC)</li> <li>9. Complete pilot of an experiential learning platform for Franco-Ontarians</li> </ol>
<b>ENGAGEMENT</b>	<ol style="list-style-type: none"> <li>10. Develop learning and leadership capacity throughout Ontario</li> <li>11. Support and share applied research, news and thought leadership</li> <li>12. Increase digital outreach and community network interaction</li> </ol>

Performance targets that helped us meet the outcomes in Table 1 were set using historical data as well as current information from research, industry data and other sources.

## OPEN LIBRARY AND PUBLISHING



The eCampusOntario Open Library provides a searchable database of unlimited use digital learning resources, and to it was added a publishing platform for use by all members. Table 2 reports usage from April 1, 2018 to March 31, 2019, combining data from the previous library and the renewed Open Library (launched March 4, 2019).

**Outcome achieved: Develop a one-stop access and publishing infrastructure for unlimited-use teaching and learning resources (6 of 6 targets)**

This year, 22,186 catalogue searches were conducted. Adoptions by 13 institutions span all 6 regions of Ontario and reduced mandatory textbook fees over 4.4 million dollars since the library's inception. (See real time totals: [openlibrary.ecampusontario.ca/](https://openlibrary.ecampusontario.ca/)). Over 265 educators have been trained in Pressbooks to create their own teaching resources, thereby growing the library and saving students more money in textbook costs.

A memorandum of understanding (MoU) between eCampusOntario and the University of Waterloo ensures that hard copies of Open Educational Resources (OER) are available for students to print at cost. Table 3 compares the cost of an introductory textbook available for purchase through a commercial distributor and at cost through the Open Library.

**TABLE 2: OPEN LIBRARY AND PUBLISHING PERFORMANCE TARGETS**

OUTPUT	TARGET	RESULT	ACHIEVED
Region Reach	6 of 6	6 of 6	✓
Unique Visits	50,000	132,389	✓
Course Section Adoptions	40	67	✓
Students Impacted	3,500	4,836	✓
Savings (year)	\$400,000	\$675,995.45	✓
Pressbooks Users	150	266	✓



**TABLE 3: COMPARING TEXTBOOK COSTS**

TEXTBOOKS FOR PURCHASE	DIGITAL EDITION	BLACK / WHITE	COLOUR
Introductory Neuroscience Textbook	No Option	No Option	\$175.00
Neuroscience – Canadian 1st Edition (OER)*	\$0 (PDF)	\$11.18	\$46.69

\*Instructor-reported average of \$110.61 saved per student.

122 Reported adoptions of open resources	314 Resources in the Open Library	45,193 Learners impacted by OER	\$ 4,989,224 Reported in student savings
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Total savings calculated as of July, 2019.

## OPEN AT SCALE



eCampusOntario sought to explore with passionate practitioners and leaders existing open digital resources and innovative delivery models for province-wide use in 3 subject-specific areas: Business, Nursing and Trades and Apprenticeship.

**Outcome achieved: Curate digital resources and explore adaptive learning for in-demand programs (4 of 4 targets)**

### BUSINESS AND NURSING AT SCALE

Both the Business project team and the Nursing project team collaborated with a combined total of 61 subject matter experts from 5 of 6 Ontario regions, whose involvement in the projects included assembling and curating existing digital content for programs across Ontario.

### TRADES AND APPRENTICESHIP AT SCALE

The Trades and Apprenticeship project is a targeted approach to the collaborative design of adaptive learning and digital delivery models to support on-the-job learning and Training Standards for Automotive Service Technician, Electrician and Plumber. The initiative focuses on developing self-service, mobile-friendly resources for apprentices to support Certification of Qualification pass rates and to complement training preparation. This initiative will continue into 2019-20.

**TABLE 4: COLLABORATION AT SCALE PERFORMANCE TARGETS\***

OUTPUT	TARGET	RESULT	ACHIEVED
Subject Matter Experts	50	61	✓
Region Reach	4 of 6	5 of 6	✓
Institution Participation	20	22	✓
Webpage Visits	2,000	2,358	✓

\*Nursing and Business at Scale performance targets are combined.

### Calculate

Cost of Resource Replaced

85.23

Number of students per section

30

Number of sections per term

5

Total Savings

\$12784.50

The Impact calculator measures students savings from OER usage.

## NATIONAL SURVEY



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The 2018 Survey of Online and Digital Learning is operated by the Canadian Digital Learning Research Association/Association Canadienne de Recherche sur la Formation en Ligne (CDLRA/ACRFL), a federally incorporated not-for-profit organization that researches and publishes information regarding online and digital learning in Canada. The 2018 study builds on the prior year's results, with an expanded roster of institutions, a modified questionnaire with more detailed questions and refined definitions and enrolment questions. eCampusOntario is a lead partner in this survey.

**Outcome achieved: Support and share applied research results for online and digital learning (2 of 2 targets)**

A total of 100% of Ontario public institutions responded to the survey due to targeted promotional efforts by eCampusOntario. The report results show a strong rise in online and digital post-secondary education, with Ontario colleges and universities leading the provision of flexible learning to modernize higher education.

A link to the full report is available on the CDLRA/ACRFL website:

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

Two infographics are available featuring selected Canadian and Ontario survey results.

[ecampusontario.ca/publications-reports](http://ecampusontario.ca/publications-reports)

**TABLE 5: NATIONAL SURVEY PERFORMANCE TARGETS**

OUTPUT	TARGET	RESULT	ACHIEVED
Ontario institutional Response Rate	44	44	✓
Survey Infographics	0	2	✓



# FEATURED STORY: OPEN EDUCATION WEEK 2019

An initiative of the global, non-profit Open Education Consortium (OEC), Open Education Week raises awareness about open education and its positive impact on teaching and learning. As a member of the OEC, eCampusOntario helped 19 Ontario institutions to host a variety of events on their own campuses.

During the week of March 4-8, 2019, 12 Ontario universities and 7 colleges organized 85 events for over 1,800 reported participants. Feedback from activity organizers indicated that their events, supported through print and digital launch kits as well as a shared online calendar, were very well received.

There was an energy of excitement and urge for change from the attendees. It felt like people left motivated, entertained, more informed, and willing to take action. The event hosted rich discussion amongst attendees and was, overall, quite fun! We have had several requests for further practical workshops about creating and adapting OER, including a need for technological help and a desire for a Pressbooks workshop on campus. Thank you for this opportunity, we had a great time!

– **Event Organizer**, Centennial College

Many of the initiatives already happening at eCampus are helping build awareness at Fanshawe. We have a representative participating in the Open Rangers group, and we are hoping to be involved in the Open at Scale projects. We will look out for more opportunities to engage going forward and are appreciative of the support received for this event.

– **Event Organizer**, Fanshawe College

We are deeply grateful to eCampusOntario for the funding and support. The movement toward Openness needs the kind of momentum that Open Education Week generated. It also needs to be an ongoing dialogue and effort. After this experience that turned out to be so positive for our College community, we will keep an eye out for more opportunities like this one. A million thanks!

– **Event Organizer**, George Brown College







# SHARED AND COLLABORATIVE SERVICES

## LINKEDIN LEARNING



In 2017, the Ontario Government asked eCampusOntario to broker and lead a province-wide pilot of LinkedIn Learning (formerly Lynda.com), a video platform where students can access skills-based video content to augment their studies and/or enhance career preparation.

**Outcome achieved: Demonstrate the value of shared service license for LinkedIn Learning (4 of 4 targets)**

The combined reach, savings and efficiency of LinkedIn Learning access shows the value of the initiative to Ontarians. The Higher Education Quality Council of Ontario's (HEQCO) preliminary evaluation of the use of LinkedIn Learning identifies a large number of learners are using LinkedIn Learning resources to refine hard skills. The report indicated that 85% of respondents (n=6,134) believe that they are very likely or somewhat likely to develop industry-specific professional skills using LinkedIn Learning.

Learn more about the HEQCO research: [heqco.ca/en-ca/OurPriorities/LearningOutcomes/Pages/Lynda-com-Evaluation.aspx](http://heqco.ca/en-ca/OurPriorities/LearningOutcomes/Pages/Lynda-com-Evaluation.aspx)



**TABLE 6: LINKEDIN LEARNING PERFORMANCE TARGETS**

OUTPUT	TARGET	RESULT	ACHIEVED
Region Reach	6 of 6	6 of 6	✓
Institutions*	44	44	✓
Users Accessed/ Adopted	250,000	273,641	✓
Dollars Saved per Year**	N/A	5,659,186	✓

\* The Royal Military College is federally funded and ineligible for license access.

\*\* Total savings available from reduced cost of blanket license for all Ontario public post-secondary institutions.





# FEATURED STORY: LINKEDIN LEARNING CASEBOOK

eCampusOntario developed a casebook to capture how the platform is used for informal and formal learning at Ontario institutions. The authors of the casebook's 7 chapters explore the intersections between LinkedIn Learning content and pedagogy, instructional design and learning management systems. They reflect on the potential of high engagement, video-based, just-in-time resources for learners ranging from first-year students to adult professionals. Most importantly, they compel us to seek a deeper understanding of the intersection between the tool and the learning.

Excerpted from chapters in this casebook are examples of how the LinkedIn Learning platform has impacted professional and personal growth.

It was demonstrated in this case that the structure of student-led courses, together with available LinkedIn Learning resources, can play a large part in the improving quality of student engagement. The large range of available topics makes it ideal for experimenting with new topics and supplementing existing professional and educational endeavours.

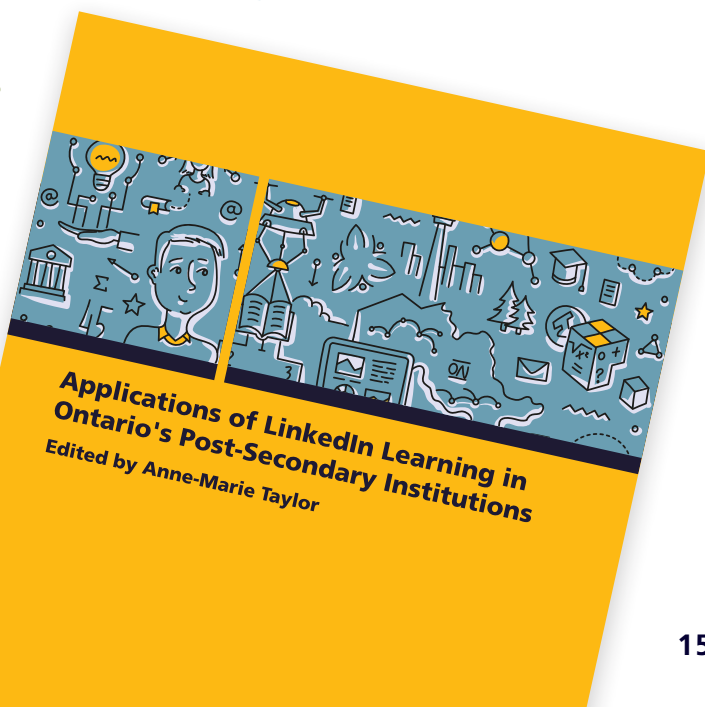
– **From *Efficacy of Learning and Teaching with LinkedIn Learning in Student-Led Reading Courses***, by Sheida Shahi and Moien Giashi

...it is important to prepare students to be active viewers by emphasizing their personal agency and making it clear that they have control over the delivery of the video content and how they choose to progress through this content.

– **From *Exemplary Practices for Integrating LinkedIn Learning Video Assets in Online Post-Secondary Courses***, by Amanda Baker Robinson

You must be a lifelong learner if you want to stay in the programming industry. As of now, a junior developer, I do not have a deep enough understanding to teach myself everything. LinkedIn Learning gives me the ability to learn every single day without enrolling in a post-secondary institution. This saves me time and money.

– **From *Maximizing Employee Development by Using LinkedIn Learning***, by Ashley Marshall and Brandon Carson



## SANDBOXES AND MICRO-CERTIFICATION



Micro-credentials, including digital badges and other forms of micro-certification, track competency-based learning and showcase workforce skill development to employers.

Educational technologies sandbox initiatives explored innovative digital learning that utilized virtual reality labs (Labster), online experiential learning (Riipen) and micro-certification (CanCred), which tracks competency-based learning and showcases workforce skill development. Digital open badges are one example of micro-certification.

**Outcome achieved: Create an academic and industry collaboration using innovative educational technology (6 of 6 targets)**

Sandbox summary:

- **VR labs:** Virtual labs and gamified simulations were implemented by 12 institutions in various learning activities and assessments. Students and faculty reported several benefits to participating in the virtual labs.
- **Experiential learning:** Educators from 3 institutions who participated in the digital experiential learning project reported on the value of using the platform in their educational contexts, and could imagine ways to use it more broadly.
- **Micro-certification:** Digital badges were developed by 8 institutions, a number of which involved employer input. These pilots provided valuable opportunities to better understand what is needed in the development of a robust badging system.

View the full report:

[ecampusontario.pressbooks.pub/edtechsandbox/](https://ecampusontario.pressbooks.pub/edtechsandbox/)

To continue building understanding of digital forms of learning and skills recognition in higher education and the workplace, eCampusOntario held its 2nd Open Badge Forum (OBF) on March 1, 2019. A total of 110 cross-sectoral participants attended the day-long forum, including representatives from the Royal Bank of Canada, the Canadian Association for Prior Learning Assessment (CAPLA), Polytechnics Canada, LinkedIn and Ontario colleges and universities. Following the event, 63 individuals joined the eCampusOntario micro-certification community to build a strong and sustainable skills and recognition ecosystem.

**TABLE 7: MICRO-CERTIFICATION PERFORMANCE TARGETS**

OUTCOME	TARGET	RESULT	ACHIEVED
Badge Event Participation	90	110	✓
Community Sign Up	40	63	✓
Institution OBF Registration	30	31	✓
Institutional Badging on OBF	6	6	✓
Individuals Awarded Badges on OBF	750	961	✓
Badges Awarded on OBF	1,500	2,422	✓

# SHARED AND COLLABORATIVE SERVICES

## LEARNONLINE PORTAL



The LearnOnline portal facilitates the easy discovery of Ontario's online learning opportunities by providing access to online courses and programs offered by our members. Traffic on the LearnOnline portal continued to grow due to various functional upgrades.

### Outcome achieved: Facilitate the easy discovery of online programs and courses (5 of 6 targets)

Of the 299,860 portal users, 81.2% were new users (18.2% returning), and 60.9% were female (39.1% male). The highest increase in users by age category from last year is +15.6% by users aged 25 to 34.

Despite a small decrease (-11) in programs listed, the strong increase (+1,923) in courses suggests more variety in learning opportunities. The most popular searches included psychology, business, health, accounting, computers, biology, social work and English.



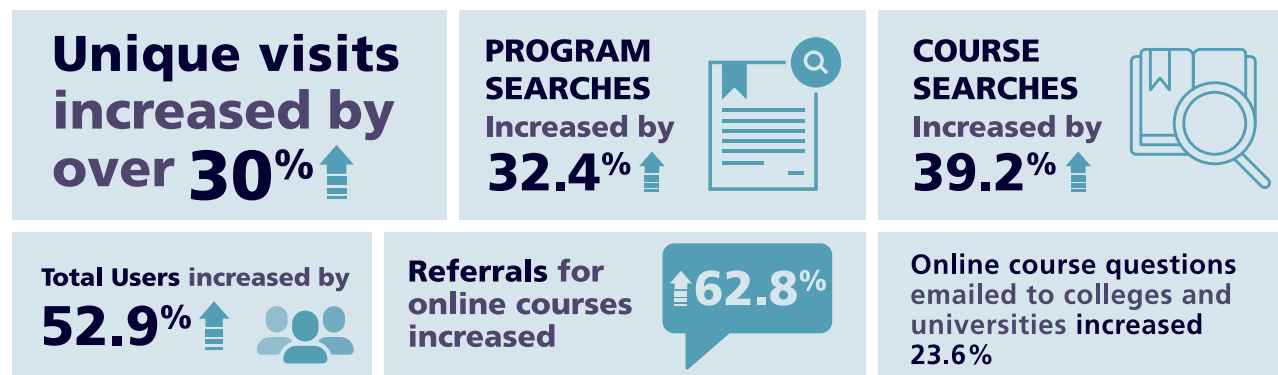
**TABLE 8: LEARNONLINE PORTAL PERFORMANCE TARGETS**

OUTPUT	TARGET	2018 – 2019	2017 – 2018	ACHIEVED
Region Reach	6 of 6	6 of 6	6 of 6	✓
Users	225,000	299,860	196,168	✓
Programs Listed	820	805	816	
Courses Listed	17,000	18,496	16,573	✓
Program Searches	25,000	28,971	21,993	✓
Course Searches	20,000	25,807	18,523	✓

**TABLE 9: PORTAL USE BY GEOGRAPHIC REGION**

Southern Ontario excluding Greater Toronto Area (GTA)	35.5%
Toronto	21.7%
GTA excluding Toronto	16.8%
Northern Ontario	2.8%
Other/Unknown	23.2%

**FIGURE 4: INCREASES IN LEARNONLINE PORTAL USAGE FROM 2017-18**



## SXD LAB: STUDENT EXPERIENTIAL LEARNING



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The Student Experience Design (SXD) Lab is an Ontario innovation hub in which student-led innovation uses a prototyping model to tackle complex problems facing post-secondary education students. Each student in the Lab is engaged in a rich experiential learning opportunity and develops a mastery of human centered design, complex problem solving, presentation and communications skills.

**Outcome achieved: Provide students with experiential learning opportunities for employment (4 of 4 targets)**

This year, 35 students received hands-on, experiential learning and were each awarded a Human-Centered Design badge (i.e., a micro-credential) as a way to recognize 300 hours spent developing high-demand skills for employers. Outside sources funded 2 projects to a total of 38,000 dollars.

**TABLE 10: SXD LAB PERFORMANCE TARGETS**

OUTPUT	TARGET	RESULT	ACHIEVED
Region Reach	6 of 6	6 of 6	✓
Students	30	35	✓
Client-Funded Projects	1	2	✓
Client-Funded Project Amount	\$20,000	\$38,000	✓

Students self-reported the value of the Lab for building workplace readiness:

I was able to sharpen my design, strategy and business skills, and I was given the opportunity to get hands on experience, which provided me with a better understanding of my interests and abilities. The SXD Lab helped me prepare for the next step in my career and equipped me with a great portfolio piece to share with future employers.

– **Hannah Carriere**, University of Toronto

The SXD Lab at eCampusOntario offers an amazing opportunity for students to get hands on experience in design, expand their creativity and be one step closer to achieve their professional goals.

– **Nikole Hidalgo McGregor**,  
Recent Graduate, OCAD University



## ONTARIO EXTEND



Ontario Extend is a professional learning program that offers a connected and networked environment available to educators across Ontario to enhance their teaching with technology skills. Module completion is online, flexible and showcased through a set of 6 open digital badges.

Extend was offered this year starting January 2019 as a “medium-sized” Open Online Course (mOOC) in an open edX platform hosted by the University of Montreal. The lowercase “m” indicates a purposefully smaller size of the online learning community, as opposed to a traditional Massive Online Open Course (MOOC). The limited size enabled greater connection and mentorship with participants through their learning journey.

### Outcome achieved: Grow technology-enabled teaching abilities by delivering a professional learning mOOC (2 of 3 targets)

This iteration of Extend attracted increased participation, up 52% (131 participants) from last year, and an increased institutional participation, up 60% from last year.

Many participants reported having limited time to complete badges in during the academic term. Thus, the mOOC was thus extended until June 30.

The completion rate (i.e., the set of 6 badges) was similar to the 15% average completion rate for Massive Online Open Courses (MOOCs) (Jordan, 2015). The Extend badge completion rate suggests that self-directed module completion may be enhanced with greater institutional support.

However, regardless of completion rates, many mOOC participants self-reported that their skills were improved, even transformed (see Featured Story).



**TABLE 11: ONTARIO EXTEND PERFORMANCE TARGETS**

OUTPUTS	TARGET	2018 – 2019	2017 – 2018	ACHIEVED
Institutions Participated	25	35	10	✓
Participants	100	288	137	✓
Badges Awarded	600 (6 badges per participant)	203	N/A	

# FEATURED STORY: AN EXTEND MOOC SUCCESS STORY

The initial delivery of the Ontario Extend mOOC (“medium-sized” Open Online Course) was completed March 2019. Educators from across Ontario and beyond enrolled to sharpen their skills and pursue the suite of 6 Ontario Extend badges, culminating in the final Empowered Educator Badge.

## High participation from across all 6 regions of Ontario

- 288 total participation in mOOC
- 203 badges issued (67 participants completed at least 1 badge)
- 5 to 18% participation across 6 Ontario regions
- 78% of member institutions were represented in mOOC

## High levels of discussion and engagement

- 285 posts made by 27 mOOC participants
- 433 posts on 1 mOOC discussion board
- 64 discussion boards
- 722 tweets used the hashtag #ExtendmOOC

## High participant satisfaction with professional learning experience

Participants shared their successes on Twitter with the @ExtendmOOC community.

An amazing PD opportunity for faculty during non-contact time or just for something to keep your mind and your PLN active through the summer. Quite pleasant and enjoyable work tbh!! Check it out :)

@ontarioextend @Georgian\_CTL

I did it! I said it before and I will say it again. This has been one of my favourite personal learning opportunities. I thought it was about learning new tech tools but it ended up changing the way I teach. If you want to learn more go to

@ontarioextend @TLConestoga

“This journey has amounted to something far deeper and immeasurable than I had originally thought.”  
@eCampusOntario



## EXPERIENTIAL LEARNING PILOT FOR FRANCOPHONE STUDENTS



REACH



WORKFORCE



EFFICIENCIES



LEADERSHIP

As part of an ongoing mission to support learning and skills-based opportunities for French-speaking Ontarians, Consortium d'apprentissage expérientiel francophone de l'Ontario (CAPFO) was developed by eCampusOntario to provide member institutions with access to Riipen, a Canadian online work-integrated experiential learning platform and project management tool. CAPFO has harnessed the French interface of Riipen to provide the province's first scaled approach to experiential learning for Francophone learners.

**Outcome achieved: Provide experiential learning opportunities for Franco-Ontarians (2 of 2 targets)**

The Consortium d'apprentissage expérientiel francophone de l'Ontario (CAPFO) offers Francophone students unique opportunities to develop knowledge and skills in a professional or associative Francophone environment, and to employers who welcome them with the innovative and creative perspective of the new generation. Because that's what experiential learning is all about: mutual enrichment for all parties involved.

– Aline Germain-Rutherford, Ph.D., National 3M Teaching Fellow, Vice-Provost, Academic Affairs, University of Ottawa

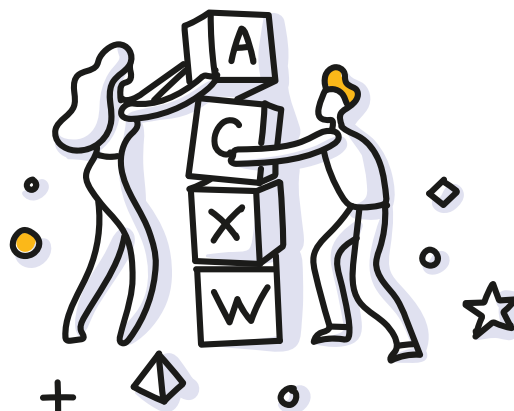
Pilot projects using the Riipen platform for work-integrated, competency-based learning were completed successfully, with positive feedback from Francophone participants.

**TABLE 12: CAPFO PERFORMANCE TARGETS**

OUTPUT	TARGET	RESULT	ACHIEVED
Institution Participation	3	3	✓
Participants	45	55	✓

Experiential project-based learning with a real company has allowed me to learn how theoretical concepts can be applied in reality.

– Co-op student, University of Hearst



## LEARNING AND LEADERSHIP



eCampusOntario organizes opportunities to deepen knowledge, upskill and network. The Open Education (OE) Fellows program supports college and university educators and leaders to build their knowledge and advance the development of the open community in their institutions and across the province. One-day and multi-day on-site events organized by eCampusOntario provided targeted learning opportunities for our member community.

**Outcome achieved: Develop learning and leadership capacity throughout Ontario (4 of 4 targets)**

OE Fellows provided leadership to member institutions through individual webinar presentations on their inquiry research projects and as a panel that presented at TESS 2018. OE Fellow final projects are available online: [ecampusontario.ca/open-education-fellows-alumni-share-their-final-projects/](http://ecampusontario.ca/open-education-fellows-alumni-share-their-final-projects/)

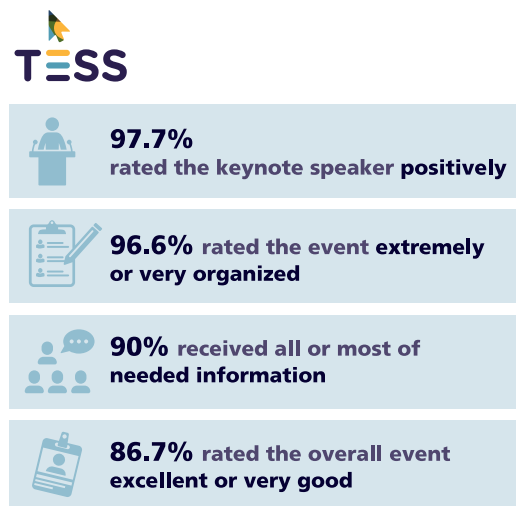
Six fully subscribed events for member institutions were received positively by participants.

- OER Seminar for Students (30 attendees), August 21, 2018
- OEO Summit (60 attendees), November 11, 2018
- TESS (250 attendees), November 23-24, 2018
- Open Badge Forum (110 attendees), March 1, 2019
- 6 Open Ed Week Webinars (200 attendees), March 4-8, 2019

**TABLE 13: LEARNING AND LEADERSHIP PERFORMANCE TARGETS**

OUTPUT	TARGET	RESULT	ACHIEVED
2018 OE Fellows	6	6 (2 colleges, 4 universities)	✓
Participant Satisfaction with TESS 2018	80%	87.6%	✓
Events	5	6	✓
All Event Participants	500	660	✓

**FIGURE 5: PARTICIPANT FEEDBACK (n=90) FROM TESS 2018: THE EMPOWERED EDUCATOR**





## REPORTING ON IMPACT



REACH



LEADERSHIP

eCampusOntario publishes reports that are publicly available on the outcomes and impact of its innovations and actions in Ontario. Our reporting practices ensure transparency, data-driven decision making and continuous improvement. With expertise in innovative technology-enabled education, we are contacted and featured by the public media.

**Outcome achieved: Support and share applied research, news and thought leadership (3 of 3 targets)**

7 reports provide results and findings on literature reviews, mixed-method environmental scans, surveys, focus groups and other applied research related to open and shared educational technology. View all full reports: [ecampusontario.ca/publications-reports/](https://ecampusontario.ca/publications-reports/)

1. OER Research Report
2. Ontario Extend Research Report
3. Educational Technology Sandboxes: Reports and Recommendations
4. Shared Services Report (Phase I)
5. Shared Services Report (Phase II)
6. Business OER Scan
7. Nursing OER Scan

A total of 68 in-depth news and event stories featuring supported innovations and collaborations were published on the eCampusOntario website.

As well, eCampusOntario has been featured in public news media, such as *Maclean's* magazine. View a selection of earned media mentions at [ecampusontario.ca/in-the-media/](https://ecampusontario.ca/in-the-media/)

**TABLE 14: REPORTING AND PUBLISHING PERFORMANCE TARGETS**

OUTPUT	TARGET	RESULT	ACHIEVED
Applied Research and Initiate Outcomes Reports	5	7	✓
Published News Stories	50	68	✓
Mentions and Interviews in External Media	5	9	✓



## DIGITAL ENGAGEMENT



eCampusOntario uses multiple channels, such as a digital newsletter and social media, to reach its large and highly-distributed membership. These tools keep members informed about our work and build a stronger higher education network across Ontario.

### Outcome achieved: Increase digital outreach and community network interaction (6 of 6 targets)

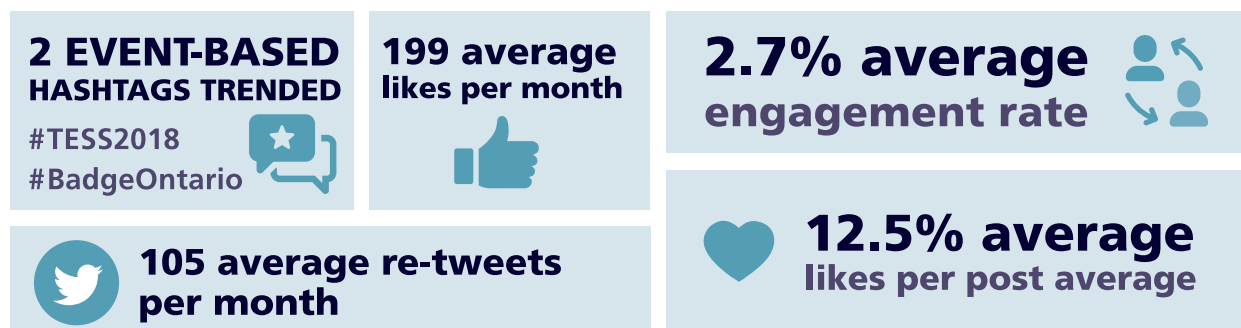
Electronic newsletters shared a total of 60 stories and interviews, with an average monthly open rate of 39.5%, which is well above the industry standard of 21.8% (Mailchimp, 2019).

Social media communities saw high levels of engagement. For example, March 2019 showed a monthly average of 199 likes and 105 re-tweets in its Twitter community.

**TABLE 15: DIGITAL ENGAGEMENT PERFORMANCE TARGETS**

OUTPUT	TARGET	RESULT	ACHIEVED
Corporate Website Unique Visits	90,000	122,857	✓
Number of Newsletters Stories	45	60	✓
Newsletter Followers	500	644	✓
Newsletter Open Rate per Month	25%	39.5%	✓
Twitter Followers	2,500	2,672	✓
Twitter Likes per Month	150	199	✓

**FIGURE 6: ENGAGING THE COMMUNITY THROUGH TWITTER IN 2018-19**



# SUMMARY OF PERFORMANCE

Our success can be measured by our achievement of 100% of outcomes and 96% of performance targets across all of our strategic initiatives.

Targets not reached were due to circumstances beyond our control and did not impact the overall success of our initiatives. Requirements to hold spending limited our ability to pilot more shared services technologies, but we are prepared to launch them in 2019-20.





Our success can also be measured by how we have shifted culture in higher education, as evidenced though the many stories and reports of individual and collective growth among those exploring and driving technology-enabled teaching and learning in Ontario.

In sum, we provided to all 6 regions of Ontario substantial workforce development, efficiencies and cost savings and high-impact leadership with first-in-province initiatives.

**TABLE 16: 2018-19 PERFORMANCE SUMMARY**

STRATEGIC INITIATIVES	ACHIEVED OUTCOMES	ACHIEVED PERFORMANCE OUTPUTS
Open and Collaboration	3/3	12/12
Shared Services	3/3	15/16
Innovation	3/3	8/9
Engagement	3/3	13/13
<b>Total Targets</b>	<b>12/12</b>	<b>48/50</b>

**TABLE 17: ECAMPUSONTARIO 2018-19 KPI SUMMARY**

OUR MAJOR INITIATIVES FOR 2018-19	REACH AND ACCESS 	WORKFORCE DEVELOPMENT AND TRAINING 	EFFICIENCIES AND DIRECT COST SAVINGS 	LEADERSHIP AND IMPACT 
<b>OPEN COLLABORATION</b> • Open Library/Publishing • Open at Scale • National Survey	✓ ✓ ✓	✓ ✓ ✓	✓ ✓	✓ ✓ ✓
<b>SHARED SERVICES</b> • LinkedIn Learning • Sandbox and Micro-Certification • LearnOnline Portal	✓ ✓ ✓	✓ ✓ ✓	✓ ✓	✓ ✓
<b>INNOVATION</b> • SXD Lab • Ontario Extend • CAPFO	✓ ✓ ✓	✓ ✓ ✓	✓ ✓	✓ ✓
<b>ENGAGEMENT</b> • Learning and Leadership • Reporting and Publishing • Digital Engagement	✓ ✓ ✓	✓	✓ ✓	✓ ✓ ✓

# IMPLICATIONS AND NEXT STEPS

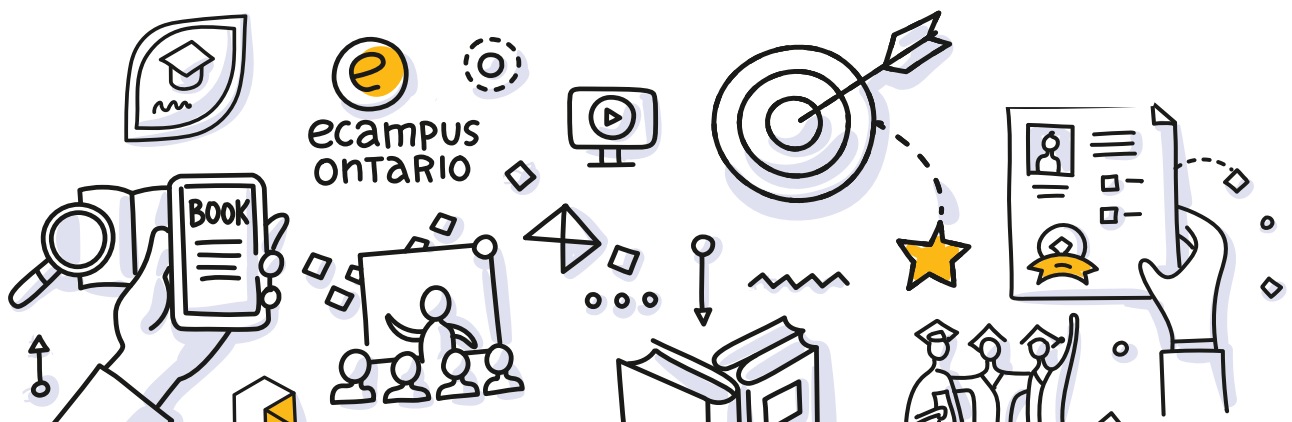
Next year, we will continue to innovate and act as a technology-forward, training-focused and transformative higher education system partner.

## **FUTURE GOALS:**

- *Lead shared services that save money:* Build partnerships to deliver quality, cost-effective shared services.
- *Put money back in the pockets of students:* Ensure over 1 million dollars in savings annually with unlimited use digital learning resources.
- *Design world-class open and online learning:* Consult with institutions to drive the growth of online and student-driven education strategies. Help institutions capitalize on the benefits of collaboration and human-centered design for student success.
- *Build education-to-industry pathways:* Host an easy-access, province-wide skill recognition platform and boost value-add partnerships.
- *Train the educators and innovators of tomorrow:* Continue to scale and build innovation and education programming for maximum reach and impact.
- *Drive French-first collaborative programming:* Build on our collaborative foundation to launch a French-first learning lab.

## **TO ACHIEVE THESE GOALS, ECAMPUSONTARIO WILL:**

- Build on strong foundations by setting stretch performance targets and outcomes as related the strategic plan.
- Strengthen operations by developing digital and business strategies to modernize and optimize our work.
- Promote responsible governance by enhancing our risk management, succession planning and actively delivering on maintaining a culture of efficiency and accountability.
- Focus on shared services with greater emphasis on system-wide cost reduction and savings.



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**Yvette Munro**, *Executive Director*, Ontario  
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**David Porter**, *CEO*, eCampusOntario

# FINANCIAL SUMMARY

This year's financial statements for eCampusOntario include the Independent Auditor's Report, Statement of Financial Position, Statement of Operations and Changes in Net Assets and Statement of Cash Flows for the financial year ended March 31, 2019.

The audited Financial Statements and Independent Auditor's Report for Fiscal Year 2018-19 are available together on the eCampusOntario website.



