

Micro- credential

FORUM 2025

Bridging Skill Gaps, Building Futures



February 27 – 28, 2025

Toronto Reference Library

The Micro-credential Forum is made possible with funding by the Ministry of Colleges and Universities.

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Welcome to eCampusOntario's

Micro- credential

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This year's conference will explore how postsecondary institutions, industry partners, and eCampusOntario are working together to solve skills shortages and mismatches – equipping learners and businesses with the tools and talent they need to thrive.

About eCampusOntario

eCampusOntario is a not-for-profit organization that accelerates the transformation of postsecondary digital learning in Ontario to increase participation in higher education. eCampusOntario leads a consortium of the province's publicly-assisted colleges, universities and Indigenous institutes to advance the development and adoption of online and digital learning technologies, programs and environments.

// Conference Tracks



Productivity Partners

How are micro-credentials alleviating skills shortages and strengthening key sectors of the economy to support Canadian productivity?



Career Catalysts

How are upskilling and reskilling initiatives enabling career advancement and transition at every stage of life?



Enrolment Energizers

How are institutions reaching new audiences to market, sustain, and scale their rapid training programs?



Instructional Innovators

How are instructors incorporating innovative pedagogical practices and future skills needs into their micro-credential programs to help learners navigate societal transformations?

Join us as we drive innovation in the higher education sector, bridge skill gaps, and build futures.

// Featured Presenters

Hosted By:



**Amrit
Ahluwalia**

**Executive Director of
Continuing Studies,
Western University**

Amrit Ahluwalia is the Executive Director of Continuing Studies at Western University, overseeing post-degree professional programming, professional development and corporate programming, and the Western English Language Centre.

Ahluwalia joined Western in 2024 after founding and serving as Editor-in-Chief of The EvoLLLution, an online newspaper developed by Modern Campus to create a conversation hub focused on non-traditional higher education and the transforming postsecondary marketplace. He also served as Senior Director for Marketing at Modern Campus, ensuring thought leadership assets align with industry trends.

He regularly speaks on topics related to the changing higher education environment at conferences across Canada and the United States, and hosts the EdUp PCO podcast focused on innovation and transformation in Professional, Continuing & Online Education.

Featured Speakers



Michael Burt

**Vice-President, The
Conference Board of
Canada**

Michael Burt leads several knowledge areas at The Conference Board of Canada, including economics, education and skills, and health. In his role, Mr. Burt oversees the convening and research activities that these knowledge areas undertake, and The Conference Board's contributions to the Future Skills Centre. Mr. Burt has 25 years of experience conducting and leading research activities and has a master's degree in economics from the University of Toronto, an MBA from the University of Windsor, and has also completed the Chartered Financial Analyst program.



Mary Butler

**President and CEO,
New Brunswick
Community College**

Mary Butler has worked in the public and private education sector in multiple jurisdictions. Central to her values and practice is her commitment to every individual's right and opportunity to reach their full potential. Mary has been with New Brunswick Community College (NBCC) since 2011 and the President and CEO since 2019. Under her leadership, the College has increased enrollment by over 33%; increased organizational efficiency and effectiveness through implementation of a lean management system; and bolstered financial sustainability of the College by 81%. Mary leads with a "people first" mantra. She initiated, and continues to champion, the transformation of NBCC's long-standing academic model to better meet the needs of students, employers, and communities.

Mary is an active volunteer with Meals on Wheels and currently serves as a member of NBBC (New Brunswick Business Council), BHER (Business + Higher Education Roundtable), TEC Canada (The Executive Committee), as well as partner with C2R2 (Canadian Colleges for a Resilient Recovery). She is also an active board member with ECN (Education Computer Network) and ACA (Atlantic Colleges Association). In 2023, Mary was named one of Atlantic Canada's Top 50 CEOs by Atlantic Business Magazine.



Michael Crowe

**Vice-President
Academic, Bow Valley
College**

Michael Crowe brings over 20 years of experience in the post-secondary sector in Canada, and is currently serving as the Vice President, Academic at Bow Valley College in Calgary, Alberta. Under his leadership, Bow Valley College has recently launched Pivot-Ed, a transformative approach to competency-based upskilling and reskilling. Through this initiative, Bow Valley College is bridging the emerging skills gap by strengthening ties between academia and industry and ensuring that learners have a seamless path from classroom to career. This innovative work is shaping the future of college education and how employers can address current workforce development challenges.



Mona Eghanian

Assistant Vice-President and Deputy Head, Ontario Vehicle Innovation Network (OVIN)

A distinguished leader in the automotive and mobility sector, Mona Eghanian is Assistant Vice-President at the Ontario Centre of Innovation and Deputy Head of the Ontario Vehicle Innovation Network (OVIN), Ontario's flagship initiative on the future of automotive and mobility. Her leadership is pivotal in catalyzing the growth of Ontario-made automotive technologies and cultivating a future-ready workforce set to meet the sector's evolving demands. Through her leadership on key initiatives around research and development, piloting and demonstration, and talent development, Mona ensures that through OVIN, Ontario is at the forefront of safer, cleaner, and more efficient transportation solutions, thereby driving economic growth and solidifying its position as a global automotive and mobility leader.



Robert Greenwood, PhD

Deputy Minister of Rural and Regional Development and Engagement and Chief Economic Development Office, Government of Newfoundland and Labrador

Rob Greenwood is Deputy Minister, Rural and Regional Development and Engagement, and Chief Economic Development Office, for the Government of Newfoundland and Labrador (NL). He is leading NL Futures, an initiative to support labour market strategy, productivity and rural / regional development capacity in NL.

Previously, he served as Associate Vice President (Public Engagement and External Relations) at Memorial University and was founding Director of the Leslie Harris Centre of Regional Policy and Development. Rob also served as a Director and Assistant Deputy Minister of Policy in economic development departments in NL and in Saskatchewan. In Saskatchewan he led the development of the provincial economic strategy and served as VP Corporate Development for Information Services Corporation. In NL, he was Director of Research and Principal Author of the 1995 Report of the Task Force on Community Economic Development and led the process to establish Regional Economic Development Boards in 20 Economic Zones. He also led the development of a strategy for small-scale manufacturing in NL. Rob holds a Ph.D. in Industrial and Business Studies from the University of Warwick, England.



Valerie Walker

**CEO, Business +
Higher Education
Roundtable**

Val Walker leads the Business + Higher Education Roundtable (BHER), a non-partisan, not-for-profit organization that brings together some of Canada's largest companies and leading post-secondary institutions. As CEO, Val drives BHER's strategic direction, steers member and stakeholder relations, and leads a high-performing team committed to creating opportunity through collaboration in Canada's skills, talent, and innovation ecosystems.

Val was inaugural co-chair of the Future Skills Council, a group established by the Government of Canada to advise on national and regional skills development and training priorities. She has also served as a member of the Guiding Coalition to the Government of Alberta's Alberta 2030: Building Skills for Jobs initiative and of Employment and Social Development Canada's Advisory Committee on Learning.

Prior to leading BHER, Val was Vice President, Innovation and Skills, at the Business Council of Canada where BHER was founded, and was Director of Policy at Mitacs. She holds a PhD from McGill University and is an alumna of the Government of Canada's Recruitment of Policy Leaders Program.



Jagdish Yadav, PhD

**Education Sector
Advisor, Economic
Development and
Culture, City of
Toronto**

Dr. Jagdish Yadav is a skilled professional specializing in post-secondary education, workforce development, and economic development at the City of Toronto. He promotes collaboration among institutions, industries, and communities, leveraging innovative strategies to enhance student experiences and bridge academia with industry. His outstanding contributions to international student support have received global acclaim. Dr. Yadav holds a Ph.D. from the University of Edinburgh, a Master of Biotechnology from the University of Toronto, and a Master of Science from Kurukshetra University, India. He has been a Commonwealth Fellow (1993-1997).

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Program

// Wayfinding and Accessibility

1 Elevators
Access to Level 2
Epic Hall and Novella

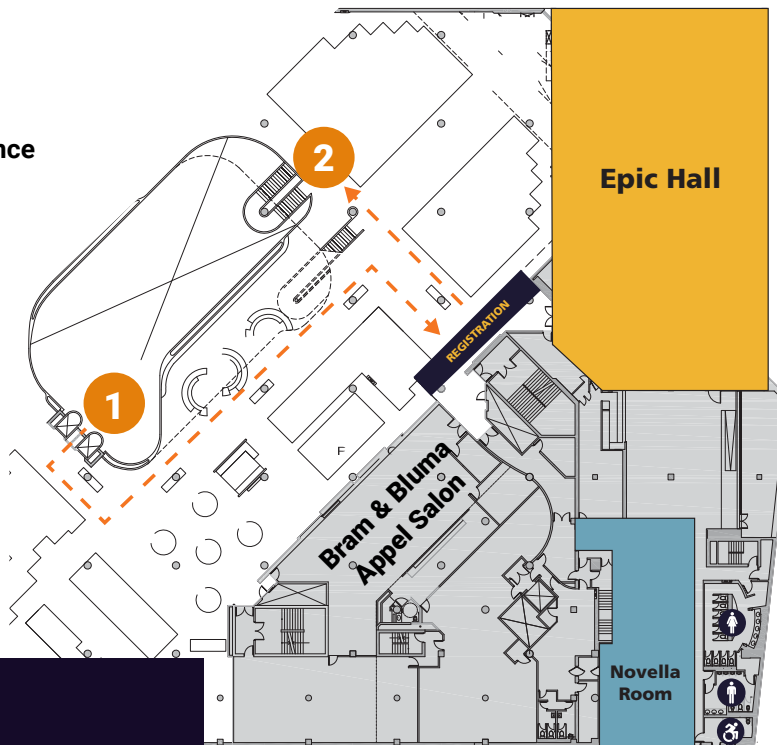
2 Stairs
Access to Level 2
Epic Hall and Novella



Level 1

1 Elevators
Access to Level 1
Lobby / Main Entrance and Beeton Hall

2 Stairs
Access to Level 1
Lobby / Main Entrance and Beeton Hall



Level 2

Accessibility

The Toronto Reference Library is an accessible venue, some of the features are:

- Accessible parking available at the Indigo parking garage on Asquith Avenue (can also access from 2 Bloor Street East).
- Accessible entrance is located at the main entrance of the Toronto Reference Library, on the Yonge Street side.
- Elevators are located on level 1 and will take guests to Level 2 for Epic Hall.
- Accessible washroom located within the Bram & Bluma Appel Salon.
- Accessible ramp is available for the stage.



Women's Washroom



Men's Washroom



Gender Neutral / Accessible Washroom

Conference Tracks

| | | | | | | | |
|-----------|-----------------------------|-----------|------------------------------|-----------|---------------------------------|-----------|-------------------------|
| EE | Enrolment Energizers | PP | Productivity Partners | II | Instructional Innovators | CC | Career Catalysts |
|-----------|-----------------------------|-----------|------------------------------|-----------|---------------------------------|-----------|-------------------------|

All sessions on the Main Stage (Epic Hall) will be livestreamed

| Time | Session | | |
|-------------------|---|---|---|
| 8:45 am–9:30 am | Registration & Light Breakfast | | |
| | Epic Hall | | |
| 9:30 am–10:10 am | Welcome & Opening Remarks | | |
| | <ul style="list-style-type: none"> • Amrit Ahluwalia, Executive Director of Continuing Studies, Western University • Robert Luke, CEO, eCampusOntario | | |
| | Epic Hall PP | | |
| 10:10 am–10:50 am | Staffing Ontario's Advanced Manufacturing Plan: Lesson's from Regional Industry Councils | | |
| | <ul style="list-style-type: none"> • Vincent Caron, Vice President, Ontario Government Relations and Member Advocacy, Canadian Manufacturers & Exporters | | |
| 10:50 am–11:00 am | Break | | |
| | Epic Hall CC | | |
| 11:00 am–11:30 am | Living and Working Together: Rapid and Essential Anishinabek Micro-credentials for Employers of Manitoulin Island (Mnidoo Mnising) | | |
| | <ul style="list-style-type: none"> • Beverley Roy, President, Kenjgewin Teg | | |
| 11:30 am–11:40 am | Break | | |
| | Epic Hall | | |
| 11:40 am–12:10 pm | Special Guest Announced January 2025! | | |
| 12:10 pm–12:20 pm | Break | | |
| | Epic Hall CC | Novella PP | Beeton Hall II |
| 12:20 pm–12:50 pm | Innovating for Impact: Advancing Talent Development in Auto and Mobility | Bridging the Gaps: Scaling Rates of Connection between Micro-credential Training Providers, Prospective Learners, and Employers in Canada | |
| | <ul style="list-style-type: none"> • Mona Eghanian, Assistant Vice-President and Deputy Head, Ontario Vehicle Innovation Network (OVIN) | <ul style="list-style-type: none"> • Michael Chrobok, Micro-credentials Program Lead, eCampusOntario • Don Eldridge, Manager, Collaborative Sector Engagement, eCampusOntario | <ul style="list-style-type: none"> • Mike Leon, Managing Director, Brand Heroes Inc. • Special Guest, CAA Insurance |

| Time | Session | | |
|-------------------|---|---|--|
| 12:50 pm–2:00 pm | Lunch | | |
| 2:00 pm–2:40 pm | Epic Hall PP New Solutions to Old Problems: How Micro-credentials Help Solve Canada's Productivity Challenge | Novella EE Workshop: Exploring Micro-credential Enrollment with Strategic Foresight | Beeton Hall II Workshop: Exploring Emerging Technologies in Skills-Focused Education |
| | <ul style="list-style-type: none"> • Val Walker, CEO, Business + Higher Education Roundtable • Matthew McKean, Chief Research & Development Officer, Business + Higher Education Roundtable <p>Moderator:</p> <ul style="list-style-type: none"> • Robert Luke, CEO, eCampusOntario | <ul style="list-style-type: none"> • Laura Viselli, Senior Manager, Research and Foresight, eCampusOntario • Elisa Arnold, Associate, Research and Foresight, eCampusOntario • Graeme Cannon, Associate, Research and Foresight, eCampusOntario • Iris Elliott, Associate, Research and Foresight, eCampusOntario | <ul style="list-style-type: none"> • Deanna DiVito, Digital Learning Associate, eCampusOntario • Special Guest |
| 2:40 pm–2:50 pm | Break | | |
| 2:50 pm–3:30 pm | Epic Hall PP Les micro-titres de compétences francophones : analyse récente du marché en Ontario | | |
| | <ul style="list-style-type: none"> • Katie Ablett, MBA, MCATD, PMP, Director, Professional Development Centre, Glendon Campus, York University • Mehdi El Fettami, Strategy Manager, Impact ON | | |
| 3:30 pm – 3:40 pm | Break | | |
| | Epic Hall EE | | |
| 3:40 pm–4:20 pm | Adult Training and the National Job Bank | | |
| | <ul style="list-style-type: none"> • Kelly Archer, Director, Employment and Social Development Canada | | |
| | Epic Hall | | |
| 4:20 pm–4:30 pm | Day 1 Wrap-up & Day 2 Preview | | |
| | <ul style="list-style-type: none"> • Amrit Ahluwalia, Executive Director of Continuing Studies, Western University | | |
| 4:30 pm–6:00 pm | Networking Reception | | |

Conference Tracks

| | | | | | | | |
|-----------|-----------------------------|-----------|------------------------------|-----------|---------------------------------|-----------|-------------------------|
| EE | Enrolment Energizers | PP | Productivity Partners | II | Instructional Innovators | CC | Career Catalysts |
|-----------|-----------------------------|-----------|------------------------------|-----------|---------------------------------|-----------|-------------------------|

All sessions on the Main Stage (Epic Hall) will be livestreamed

| Time | Session | | |
|-------------------|--|--|--|
| 9:00 am–9:30 am | Registration & Light Breakfast | | |
| | Epic Hall | | |
| 9:30 am–9:40 am | Opening Remarks | | |
| | Amrit Ahluwalia, Executive Director of Continuing Studies, Western University | | |
| | Epic Hall PP | | |
| 9:40 am–10:30 am | We're All in This Together: How Post-Secondaries and Industries Can Work Together | | |
| | <ul style="list-style-type: none"> • Darian Kovacs, Partner, Jelly Academy, Jelly Digital Marketing & PR and Chair, Digital Marketing Sector Council | | |
| 10:30 am–10:40 am | Break | | |
| 10:40 am–11:20 am | Epic Hall PP | Novella CC | Beeton Hall PP |
| | Proposing Solutions to Industry Challenges: How Sectors Converged and Collaborated to Create an Innovative Micro-credential in Advanced Manufacturing | Upskilling Through Micro-credentials at First Nations Technical Institute (FNTI) | Programme bilingue de développement de carrière en Ontario |
| | <ul style="list-style-type: none"> • Dave Smiderle, PhD, Associate Dean, Business Development and Program Optimization, Faculty of Applied Sciences and Technology, Humber Polytechnic • Joëlle Deschambault, Manager, Programs and Partnerships, Colleges and Institutes Canada (CICan) | <ul style="list-style-type: none"> • Dr. Victoria Jackson, Program Manager, Micro-credential Programs, First Nations Technical Institute • Tayohseron:tye Nikki Auten, Instructor, First Nations Technical Institute | <ul style="list-style-type: none"> • Shana Baptiste-Iseyemi, BA, BEd, CCS, CRS, Coordinatrice de carrière, Collège Glendon, Université York • Katie Ablett, MBA, MCATD, PMP, Directrice, Centre de développement professionnel, Collège Glendon, Université York |
| 11:20 am–11:30 am | Break | | |

| Time | Session | | |
|-------------------------------|---|---|--|
| <p>11:30 am– 12:30 pm</p> | <p>Epic Hall II</p> | <p>Novella II</p> | <p>Beeton Hall PP</p> |
| | <p>Workshop: Deconstructing Demand and Development of Skills in Toronto: A Case Study Approach</p> <ul style="list-style-type: none"> • Jagdish Yadav, PhD, Education Sector Advisor, Economic Development and Culture, City of Toronto • Leslie Fink, Manager, Sector Development Office, Economic Development and Culture, City of Toronto | <p>Workshop: Playing to Win! LIPHA: An Innovative Game-Based Micro-credential to Address Readiness for Practice in Health and Long-Term Care</p> <ul style="list-style-type: none"> • Jumper Minoza, MScN, RN, Professor, Seneca Nanji Foundation School of Nursing, Seneca Polytechnic • Melissa Tafler, Knowledge Broker, Ontario Centres for Learning, Research, and Innovation in Long-Term Care • Dr. Raquel Meyer, Director, Baycrest Centre for Learning, Research, and Innovation in Long-Term Care • Paula Mastrilli, RN, MScN, PhD, Baycrest CLRI Consultant | <p>Workshop: L'utilisation de l'intelligence artificielle pour optimiser l'efficacité de travail</p> <ul style="list-style-type: none"> • Younes Ismaili, Lecturer, Collège La Cité |
| <p>12:30 pm– 1:30 pm</p> | <p>Lunch</p> | | |
| <p>1:30 pm– 2:10 pm</p> | <p>Epic Hall CC</p> | <p>Novella PP</p> | <p>Beeton Hall PP</p> |
| | <p>Micro-credentials for Evolving Community Roles in Social and Health Services</p> <ul style="list-style-type: none"> • Miranda Mckenzie, M.Éd., Instructional Designer, Laurentian University • Christina Sckopke, Manager, Micro-credentials and Non-credit Programming, Laurentian University | <p>Developing a Micro-credential in Health Information Management (HIM) in the Midst of Regional Digital Transformation in Healthcare</p> <ul style="list-style-type: none"> • Dr. Michael S. Dohan, Associate Professor, Lakehead University | <p>Creating a Nonprofit Management Essentials Micro-credential</p> <ul style="list-style-type: none"> • Alison Peek, Micro-credential Administrator, Trent University • Carey McMaster, Organizational Development Specialist, Traicon • Laurie Dillon-Schalk, Executive Director, Community Foundation of Kawartha Lakes |
| <p>2:10 pm– 2:20 pm</p> | <p>Break</p> | | |

| Time | Session | | |
|---------------------|---|---|--|
| 2:20 pm– 3:00 pm | Epic Hall PP | Novella II | Beeton Hall CC |
| | <p>Developing Micro-credentials with Industries to Bridge Skill Gaps</p> <ul style="list-style-type: none"> • Dr. Matt Rempel, Associate Vice Provost, Academic and Industry Integrations, Sheridan College • Toma Hussain, Programming Specialist, Corporate Training and Community Partnerships, Sheridan College | <p>A Strategic View to Micro-credentials</p> <ul style="list-style-type: none"> • Dr. Kari Rasmussen, Director, Teaching and Learning, Nipissing University • Stephanie Vennard Hummel, MEd, Coordinator, Nipissing University | <p>Bridging Workforce Gaps: The Transformative Power of Micro-credentials</p> <ul style="list-style-type: none"> • Alec Bauer, Program Development Officer, Loyalist College • Brian Pennell, Industry Partner Officer, Loyalist College • Graham Copestake, Learning Development Officer, Loyalist College |
| 3:00 pm– 3:10 pm | Break | | |
| | Epic Hall PP | | |
| 3:10 pm– 4:00 pm | <p>Panel Discussion – Building a Connected Skills-Based Ecosystem</p> | | |
| | <ul style="list-style-type: none"> • Michael Burt, BComm, MBA, MA, Vice President, The Conference Board of Canada • Mary Butler, President and CEO, New Brunswick Community College • Michael Crowe, Vice-President Academic, Bow Valley College • Robert Greenwood, PhD, Deputy Minister of Rural and Regional Development and Engagement and Chief Economic Development Officer, Government of Newfoundland and Labrador <p>Moderator:</p> <ul style="list-style-type: none"> • Robert Luke, CEO, eCampusOntario | | |
| | Epic Hall | | |
| 4:00 pm– 4:15 pm | <p>Closing Remarks & Farewell</p> | | |
| | <ul style="list-style-type: none"> • Amrit Ahluwalia, Executive Director of Continuing Studies, Western University • Robert Luke, CEO, eCampusOntario | | |



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