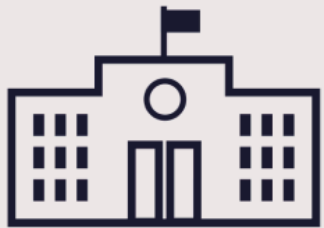YEAR 1

Strategic Plan 2024-27

eCampusOntario Annual General Meeting

September 17, 2025

Impact that Makes a Difference

Our Impact

54
Universities, Colleges, & Indigenous Institutes

$1=$5
For every **$1 invested**, eCampusOntario programs provide **$5 of value** to Ontarians

$35M+
Savings for **300k+** Ontario learners

140+
Supported Research & Development Projects through partnerships with student engagement

50+
Original publications to navigate hybrid education

eCampus Ontario

Strategic Plan
2024-2027

OUR STRATEGIC PRIORITIES

By 2027, eCampusOntario will develop its ecosystem for Ontario to be a Canadian leader in digital higher education.

1 **SPARK** *A FLAME* — Inspire the continuous co-design of the future of digital higher education.

2 *BE* **BOLD** — Grow open education to broaden learner access and achievement to fulfill their ambitions.

3 **UNLOCK** *TALENT* — Support member institutions to engage with employers while building learning and careers.

4 *THINK* **BIG** — Use technology to streamline systems and strengthen the long-term vitality of the sector.

Spark a Flame

1 SPARK A FLAME

Inspire the continuous co-design of the future of digital higher education.

Goal

eCampusOntario is the "go-to" trusted partner and connector that builds capacity and a culture of collaboration across the higher education sector.

Activities

- Tell our story to connect people to our ecosystem and build an understanding of the transformative power of digital higher education.

- Share global best practices, showcase best-in-class evidence-informed digital pedagogy, and research future thinking to provide new insights into digital higher education.

- Create opportunities for learners, educators and employers across the sector to collaborate, investigate and innovate, co-creating high-quality digital teaching and learning experiences.

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Strategic Plan 2024-27
Spark a Flame

1 **SPARK A FLAME**

Inspire the continuous co-design of the future of digital higher education.

eCampus Ontario

LEARNERS   EDUCATORS   OPPORTUNITIES   PUBLICATIONS   ABOUT   CONNECT   FR

The Future of AI in Higher Education Isn't Written Yet

eCampus Ontario | Ontario

The Future of AI in Higher Education Isn't Written Yet

Iris Elliott, Associate, Research and Foresight, eCampusOntario

The dominant narrative around artificial intelligence (AI) today is one of inevitability: *AI is coming fast, and there is no stopping it.* But this framing, while urgent, is incomplete. It flattens the future into a single trajectory, making it feel like the future is a single predetermined path that we are traveling down with no ability to shape what comes next.

Source

https://ecampusontario.ca/the-future-of-ai-in-higher-education-isnt-written-yet/

Be Bold

2 BE BOLD

Grow open education to broaden learner access and achievement to fulfill their ambitions.

Goal

eCampusOntario puts learners at the centre of all we do, using open education principles and practices to create inclusive and welcoming digital higher education where everyone feels valued and respected

Activities

- Engage Indigenous Institutes and communities to ensure digital higher education initiatives are designed to meet their specific needs and cultural requirements, including open content to expand opportunities for representation, Truth and Reconciliation in digital higher education.

- Engage rural and Franco-Ontarian communities in digital higher education programming, including the localization and adaptation of open content.

- Share open education practices, programs and resources to promote equitable access to digital higher education and support for all learners.

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Ontario

Be Bold

2 | BE **BOLD** Grow open education to broaden learner access and achievement to fulfill their ambitions.

Supporting the Table de concertation, comprised of the 9 bilingual and Francophone institutions, exploring opportunities for:

Sponsoring Indigenous Institutes Consortium/CICan annual Symposium:

✓ Cost savings through shared services.

✓ Scaling Work Integrated Learning for increased Francophone employer collaboration.

✓ Cost savings and efficiencies through Shared Program Delivery.

✓ Affordable learning with Open Education, which prioritizes cost savings for students.

✓ Employer collaboration with collaborative labour market analysis to address shared skills shortages in industry.

Registration is Now Open

National Indigenous Education Symposium
ECONOMIC RECONCILIATION IN MOTION: REMOVING BARRIERS, CREATING OPPORTUNITIES

Indigenous Institutes Consortium

COLLEGES & INSTITUTES CANADA | COLLÈGES & INSTITUTS CANADA

National Indigenous Education Symposium 2025

https://iicontario.ca/indigenous-education/national-indigenous-education-symposium-2025/

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Unlock Talent

3 **UNLOCK** TALENT

Support member institutions to engage with employers while building learning and careers.

Goal

eCampusOntario strengthens ties between learners, educators and employers to support authentic work experiences, accelerate innovation and increase talent demand for a stronger economy.

Activities

- Cultivate relationships between experts in higher education and industry to provide graduates with the necessary skills and knowledge to thrive in the modern workplace through digital higher education.

- Match higher education partners with industry to share ideas and knowledge, improve research and development productivity to build business and drive economic growth.

- Foster strong partnerships between academia and industry to address the need for upskilling and reskilling programs that closely align with job market demands.

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Unlock Talent

3 UNLOCK TALENT — Support member institutions to engage with employers while building learning and careers.

The Ontario Micro-credentials Portal: MicroLearnOntario.ca

- ✓ First provincial database in Canada, launched in Fall 2021
- ✓ Aligned with historic policy change for the Ontario Student Assistance Program
- ✓ Part of Pandemic Recovery Strategy for displaced workers

Fiscal 2024/25 Platform Analytics:

- ➢ 68,735 unique users
- ➢ 394,850 platform page views
- ➢ 20,100 personalized program searches
- ➢ 14,750 click-throughs to institutions

48,000 institution click-throughs all-time represent a potential revenue impact of **over $40 million** for participating institutions.

Explore the Portal:

Ontario | Micro-credentials Portal

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Think Big

4 | **THINK BIG** Use technology to streamline systems and strengthen the long-term vitality of the sector.

Goal

eCampusOntario takes a systems approach to identify and validate the Big ideas that can realize the transformative potential of technology in higher education.

Activities

- Stay ahead of evolving trends and engage employers to identify digital solutions that increase the competitiveness of Ontario higher education.

- Evaluate digital solutions to validate capabilities and enhance the overall effectiveness of the higher education system.

- Solve emerging challenges and stress factors to derisk the integration of digital solutions and support their broad uptake.
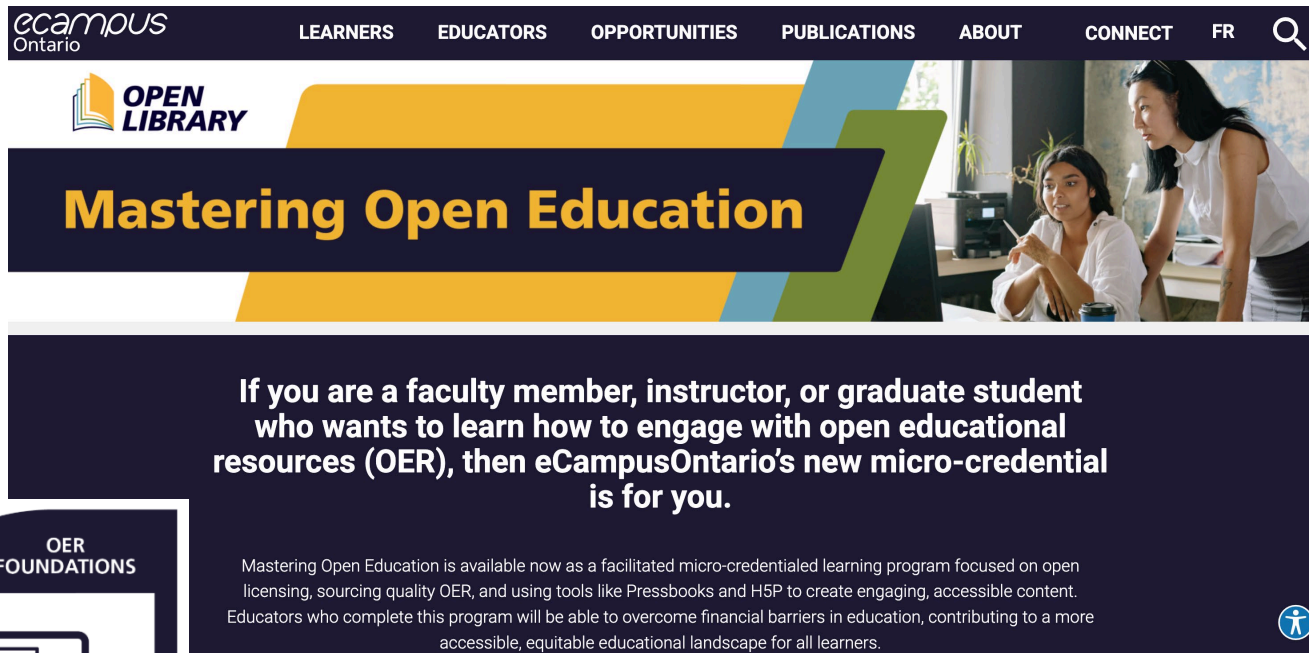
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Ontario

Strategic Plan 2024-27
Think Big

LEARNERS   EDUCATORS   OPPORTUNITIES   PUBLICATIONS   ABOUT   CONNECT   FR

OPEN LIBRARY

Mastering Open Education

If you are a faculty member, instructor, or graduate student who wants to learn how to engage with open educational resources (OER), then eCampusOntario's new micro-credential is for you.

Mastering Open Education is available now as a facilitated micro-credentialed learning program focused on open licensing, sourcing quality OER, and using tools like Pressbooks and H5P to create engaging, accessible content. Educators who complete this program will be able to overcome financial barriers in education, contributing to a more accessible, equitable educational landscape for all learners.

OER FOUNDATIONS

FONDEMENTS DES REL
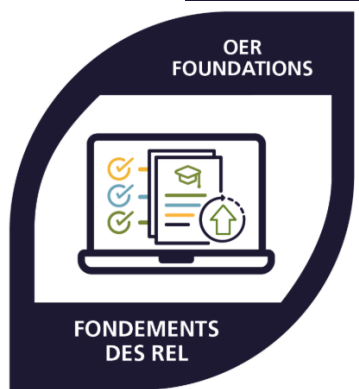
Impact of Open Ed

In FY 24-25 92,833 students saved $8.6M in textbook costs

https://ecampusontario.ca/mastering-open-education/

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Focus on
Digital Transformatior

"..the use of digital technologies that are informed by pedagogies, research, and evidence, to support learners across the entire learning lifecycle."
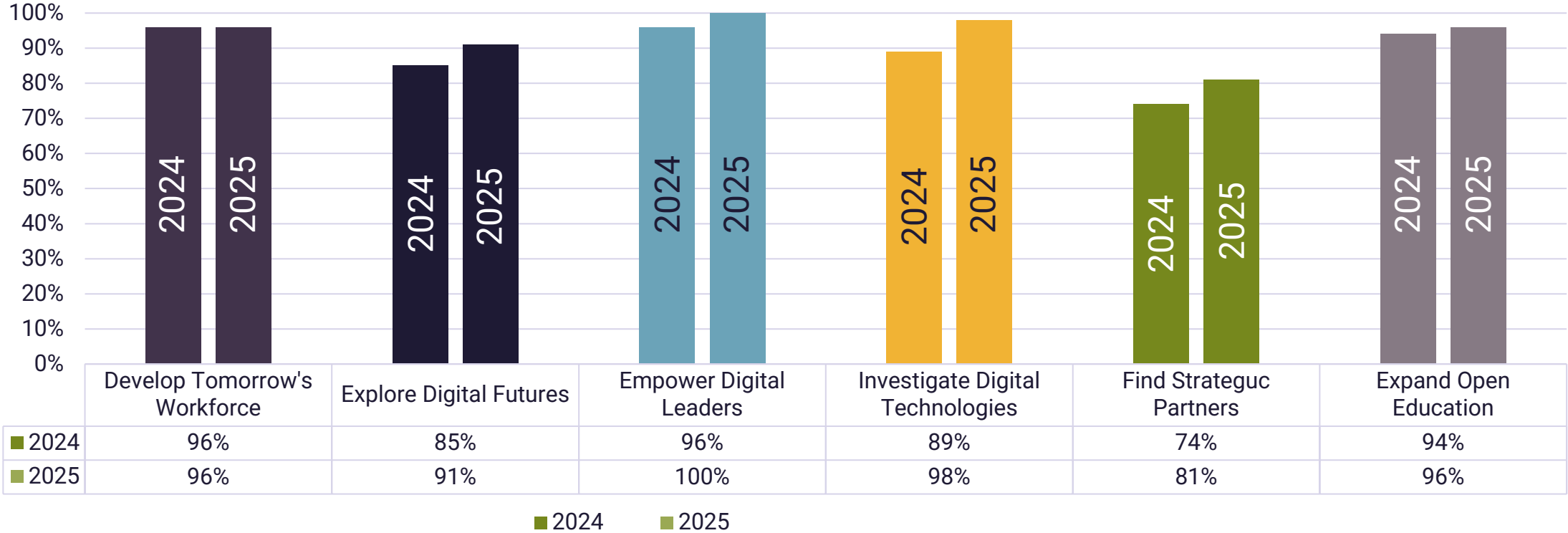
eCampusOntario Member Engagement

2024 - 2025

% Member Institutions Participating

	Develop Tomorrow's Workforce	Explore Digital Futures	Empower Digital Leaders	Investigate Digital Technologies	Find Strateguc Partners	Expand Open Education
2024	96%	85%	96%	89%	74%	94%
2025	96%	91%	100%	98%	81%	96%

■ 2024   ■ 2025

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Ontario

Member Utilization of eCampusOntario Programs 2024-25

Program	2024 Participant total	2025 Participant total	
Develop Tomorrow's Workforce	3,047	6,900	126%
Explore Digital Futures	230	540	134%
Empower Digital Leaders	2,776	4,346	57%
Investigate Digital Technologies	143	704	392%
Find Strategic Partners	998	1,869	87%
Expand Open Education	18,063	27,252	51%
Participant total	25,257	41,611	65%

Member Engagement

Goals

- Better understanding of your needs and how we can support you

- Increased depth and breadth of interaction with eCampusOntario programs

- Continued community and sector leadership

Activities/Outcomes

- Member engagement each fall, winter, spring/summer to understand priorities and how we can support.

- Dedicated lead contact; engage and follow-up for programs matched to institution needs.

- Personalized outreach, engagement for opportunities (eg. forum presentation)

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Thank You

Access. Empowerment. eCampus Ontario